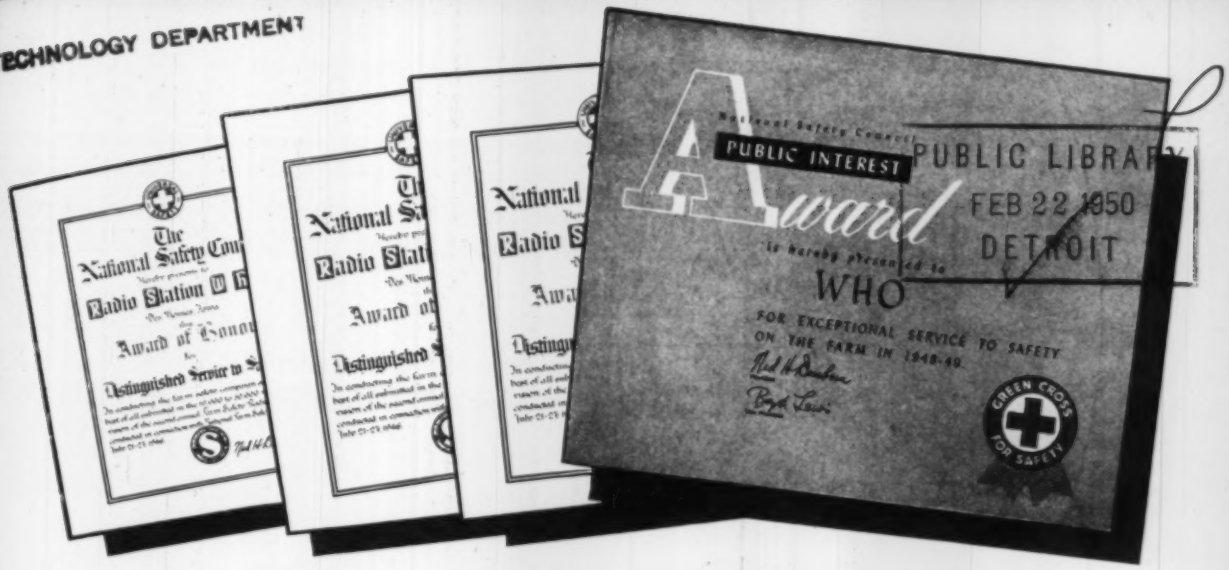
PRICE 25 CENTS

BROADCASTING

the Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPARTMENT



National Safety Council Honors WHO for Fourth Consecutive Year!

WHO's selection for the National Safety Council's Public Interest Award marks the *fourth consecutive year* in which this 50,000 watt Clear Channel Station has been cited "for distinguished service" . . . "for exceptional service" to safety on the farm.

Proud as we are of this Award, we are more proud of the *people* on our staff who helped us win it—the script writers, music arrangers and producers—the announcers, the guest speakers, the civic organizations who cooperated to make broadcasting *realities* from farm-safety *ideas*.

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—*WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

For that

BRIGHT NEW PICTURE *in* LOUISVILLE

see your **Petry Man**

WHAS-TV
Louisville, Kentucky

WHAS-TV . . . soon on the air . . . will be represented nationally by Edward Petry and Company.
Petry has represented WHAS since 1933.

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

Frank M. Headley

Dwight S. Reed

Paul R. Weeks

Frank M. Headley, Dwight S. Reed and Paul R. Weeks

Announce the formation

of

H-R Representatives, Inc.

NEW YORK CHICAGO SAN FRANCISCO

405 Lexington Ave.
New York City
Murrayhill 9-7463

79 West Monroe St.
Chicago, Illinois

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

NBC PRESIDENT Joseph H. McConnell in Washington Friday for further consultations with FCC representatives on FCC's tentative ruling against arrangements for NBC's projected 2½-hour Saturday night TV series (earlier story, page 68). He returned to New York without commenting, but in Washington it was assumed NBC would not contest FCC's decision.

WILEY, FRAZEE & DAVENPORT, New York, recommending intensive spot announcement campaign in about 100 major markets to its client, Amurol Prod. Co. (Ammoniated tooth powder). Advertiser's decision expected within two weeks.

IT BECOMES more evident that NAB's new general manager, authorized by board at Arizona meeting fortnight ago, will be selected from outside NAB staff. President Miller understood seeking expert in internal administration rather than specialist. Practical broadcasting experience regarded as prerequisite.

NETWORK head-shaking at some phases of NAB headquarters operation said to have been aired at mid-week New York meeting of top-level executives. Future attitude of networks, now associate members, discussed at length.

REALIGNMENT of NAB structure was premised largely on theory that entire organization has had quarter-century of experience in radio—hence no need for Radio Division as such. TV, being a new medium, requiring special attention and coordination with all bureaus, is retained under G. Emerson Markham.

THAT SECOND Sadowski Bill, to provide for reorganization of FCC procedures, may originate in this fashion: FCC, whose staff abetted with first Sadowski measure (HR 6949), is preparing detailed comments on Senate-passed McFarland Bill (S 1973), which also reorganizes FCC procedures and is pending before House radio subcommittee headed by Rep. George Sadowski (D-Mich.). Then look for ideas expressed in FCC's comments to turn up in new legislation which may be introduced as second Sadowski Bill. Exit McFarland Bill?

DON McNEILL, of ABC's *Breakfast Club*, who is being wooed by CBS and NBC, reportedly advised to remain with ABC at recent meeting with his sponsors, Swift & Co., Philco and General Mills. Mr. McNeill expected to start simulcasting morning strip before fall.

PHILLIPS "66" through Lambert & Feasley, New York, negotiating with Rex Allen, hillbilly star, in Hollywood for half-hour network show. CBS probably will be network.

NOW THAT FCC has approved test of Zenith Phonevision, dollar-in-slot version of TV, there's speculation in Hollywood about Comdr.

(Continued on page 86)

Upcoming

Feb. 23: Illinois Broadcasters Assn., Springfield.
Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
Feb. 27: Color Television Hearing Resumes, Dept. of Commerce Auditorium, Washington.
Feb. 27-28: CBS Affiliates Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.

(Other Upcomings on page 56)

Bulletins

FORD MOTOR Co. will increase *Ford Theatre* program on CBS-TV to weekly feature starting Sept. 29. Now presented alternate Fridays, 9-10 p.m., series has been renewed for 52 weeks. Agency is Kenyon & Eckhardt, New York.

WGTM Wilson, N. C., to join CBS June 18 as network's 187th affiliate. Station is owned by Watson Industries Inc. General manager is Allen E. Wannamaker.

ALL-RADIO GROUP REVISES 'LIGHTNING' SHOWINGS

OF TOTAL of 84 presentations of "Lightning That Talks" already scheduled when NAB board fortnight ago objected to quality of film, only three cancelled as of last Friday, according to All-Radio Presentation Committee (early story page 24).

After New York premiere of film postponed from March 1 to as yet unsettled date in late March or early April, committee notified subscribers in 32 cities where showings had been scheduled in first three weeks of March that their dates would be postponed until after New York presentation. Committee reversed that decision last week, advised all that original schedules had been reinstated.

Because some had already acted on first notification of postponement, and cancelled arrangements for theatres or other showing facilities, not all 32 cities will be able to follow original schedule. Only three, however, indicated definite cancellation, and they reported future showing would depend on their reactions to viewing of finished film. Picture shown NAB board was not final version, it was stated.

NARBA TO HEAR REPORT ON BASIC CHANNEL NEEDS

REPORT showing points of U. S.-Cuban agreement and disagreement on their respective NARBA channel-allocations requirements is slated to be presented today (Feb. 20) at further meeting of U. S. and Cuban delegations at Havana. Report was to be prepared over weekend by special engineering committee appointed Friday after consultation between heads of delegations: FCC Comr. Rosel H. Hyde and Dr. Jose R. Gutierrez, deputy minister of communications of Cuba.

Committee is headed by James Barr, chief of

(Continued on page 86)

Business Briefly

H-R CHICAGO OFFICE ● Chicago office H-R Representatives Inc., new station representative firm organized by resigned office of Headley-Reed Co., will be located at 79 W Monroe St., Frank M. Headley, president, announced Friday. Dwight S. Reed, H-R executive vice president, will be in charge in Chicago (earlier story, page 21).

SPOT DRIVE PLANNED ● Maier Brewing Co., Los Angeles, plans new radio campaign for five weekly half-hour *The Lonesome Gal* on KHJ Los Angeles for 52 weeks. Drive starts April 10 with later extensive spot campaign in Southern California area. Agency, Brisacher Wheeler & Staff Los Angeles.

UPTON CLOSE LIBEL SUIT DISMISSED BY COURT

DISMISSAL of $200,000 libel suit filed by Upton Close (Josef Washington Hall), commentator, against Cowles Broadcasting Co. as WOL Washington owner, and Albert Warner, commentator, ordered Friday by Chief Judge Bolitha J. Laws, U. S. District Court for District of Columbia.

Judge Laws granted defendants' motion for summary judgment and denied similar motion by plaintiff. Court's action makes it unnecessary to deal with remaining motions filed by parties.

Statements made by Mr. Warner in WOL broadcast "constituted fair comment and criticism of plaintiff's broadcast and were privileged," court ruled.

Suit by Mr. Close grew out of local WOL commentary by Mr. Warner March 6, 1946. It was in answer to network broadcast previous day, originating at WOL. Mr. Close charged Mr. Warner's broadcast was false and defamatory in 18 respects and claimed malice by defendant, both personally and as agent of Cowles interests.

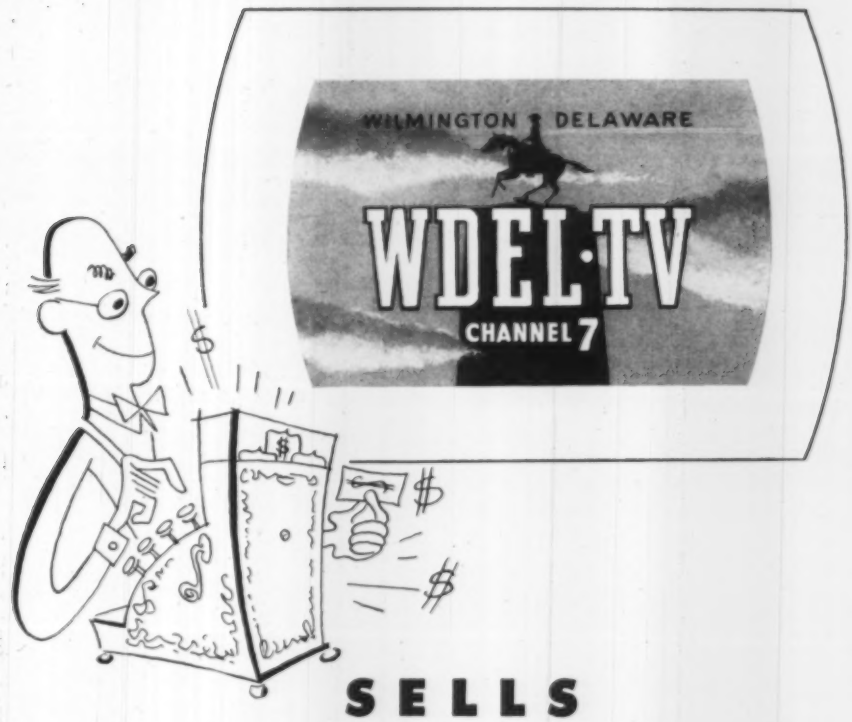
Mr. Warner argued his broadcast was privileged as fair comment on plaintiff's publicly stated views on matters of public concern. During war Mr. Warner was in War Intelligence Division of War Dept.

'BROADCASTING' RECEIVES SEATTLE C. OF C. AWARD

SIXTH ANNUAL "Paul Bunyan Award" covering books, articles, stories and radio programs presented Friday to BROADCASTING by Seattle Chamber of Commerce.

Scroll, presented at C. of C. luncheon, cited Seattle market survey [BROADCASTING, July 12, 1949] "for constructive contribution toward focusing national attention on the city of Seattle during the year 1949." Leo Lippman, Seattle news representative, received award on behalf of BROADCASTING. As author of market survey he was presented separate scroll.

Awards committee, covering seven classes of community service, headed by Joe Albi, president of Spokane Athletic Roundtable.



SELLS

The always-rich Wilmington market has heartily welcomed the only television station located in the state of Delaware—WDEL-TV—on the air since June 30, 1949. Viewers are enthusiastic about this, their own television station. Already, tuning WDEL-TV is a fixed habit—and set sales are showing a tremendous growth every month. This is due to the clearer picture this local outlet brings, the resourceful and varied *local* programming and NBC network shows. Be sure your sales story is effectively seen and heard in the Wilmington market where residents enjoy far above average per capita income—fifth in the nation. Enjoy as do many foremost advertisers, new, profitable business this year from selling on WDEL-TV. Write for information.

Represented by ***Robert Meeker Associates***

CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

NBC
TV-AFFILIATE

STEINMAN STATIONS

CLAIR R. McCOLLOUGH, *General Manager*

WGAL WGAL-TV WGAL-FM Lancaster, Pa.

WDEL WDEL-TV WDEL-FM Wilmington, Del.

WKBO Harrisburg, Pa.

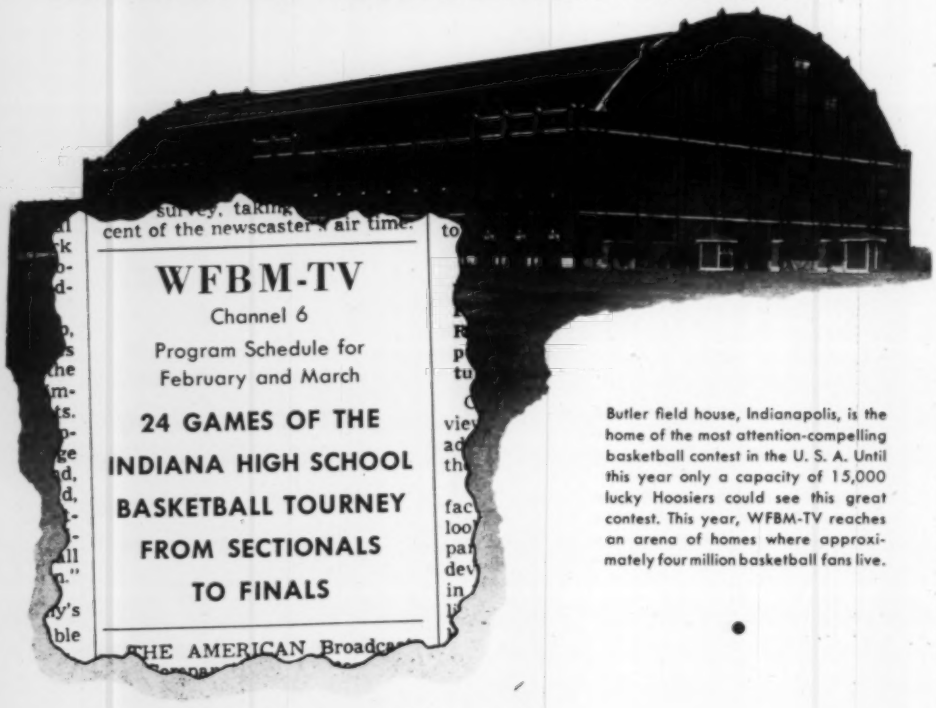
WRAW Reading, Pa.

WORK York, Pa.

WEST WEST-FM Easton, Pa.

No Wonder

THE EYES OF INDIANA ARE UPON US



Butler field house, Indianapolis, is the home of the most attention-compelling basketball contest in the U. S. A. Until this year only a capacity of 15,000 lucky Hoosiers could see this great contest. This year, WFBM-TV reaches an arena of homes where approximately four million basketball fans live.

● First again in Indiana, WFBM-TV is writing another inspiring chapter in the history of Hoosier sports. Beginning on February 22, all games of one of this State's outstanding sport contests, the Indiana High School Basketball Tournament, will be telecast statewide to an eager and basketball-crazy audience.

The entire program is sponsored by local RCA-Victor dealers, and thanks are due Mr. L. V. Phillips, Commissioner of the Indiana High School Athletic Association, and the board of that Association, for permission to telecast the games.

It's no wonder the eyes of Indiana are upon us. And it's our aim to keep them there. Our program schedule is loaded with exciting sports events and other popular and entertaining programs. And with inter-connection due in the fall, WFBM-TV's service to the Indiana audience will be greater than ever.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

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CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Allen Riley.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28
HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

WWDC NOW

5000 watts

If WWDC did a selling job with 250 watts, what do you think it will do for you with 5000 watts? This new power means new listeners for your message on WWDC—250,000 of them! It means more value, more results from every advertising dollar you spend on WWDC, now more than ever *Washington's big independent.* Get the whole story from your Forjoe man today.

WWDC-FM — 20,000 WATTS — THE TRANSIT RADIO STATION FOR WASHINGTON

250,000 NEW LISTENERS

WWDC

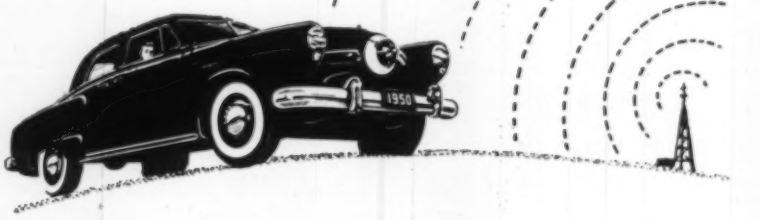
WASHINGTON, D. C.

"Here it is, America!"

SAYS STUDEBAKER... THE "NEXT LOOK" IN CARS

And to make *sure* America gets the word, Studebaker uses Spot Radio. Gets all-important *local* impact, keeps dealers happy, proves Spot can do a job for products that rank high in the "considered purchase" class.

Spot puts added sales pressure behind just about *any* product. Does it for *your* product, too . . . especially when you use the top Spot stations listed here . . .



"Any advertiser can — and most advertisers should — use

SPOT RADIO"

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

O. U. FIRST IN FOOTBALL
GOODRICH FIRST IN SALES

Yes, in the fall of 1949, cash registers in the B. F. Goodrich stores began to hum! Slowly but surely the Oklahoma City District climbed into First Place among all other Goodrich districts in the nation.

Backing that climb was a carefully selected program of advertising—sponsorship of the 1949 Oklahoma University football games over KOMA. Week after week the Goodrich story went to 45.1 per cent of the Oklahoma City metropolitan audience, as determined by listener surveys.

Let your story be a KOMA success story. Let us or Avery Knodel give you the complete picture of why KOMA is Oklahoma's best buy in radio!

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

Agencies

L. C. MacGLASHAN, former executive vice president of Gardiner Ad joins Kudner Agency, New York, in an executive capacity.

MERRE K. NORTHRUP, former account executive with Cruttenden & Eg Chicago, joins J. M. Mathes Inc., New York, as assistant to Read Wight, direc of radio and television.

JOHN K. STRUBING Jr., vice president and member of plans board of Comp Adv., New York, for nine years, elected member of board directors.

Mr. Strubing

DON ELLIOTT, director of media department of Meldrum Fewsmith, Cleveland, for past five years, assigned cont responsibilities on Dearborn Motors account for firm.

NORAH ADAMSON YARDLEY, former film librarian WBZ-TV Boston, joins Biow Co., New York, effective March

LAWRENCE C. BARLOW, with Brooke, Smith, French Dorrance, Detroit, as account executive for seven years, a pointed vice president of firm.

KENNETH H. WARD, formerly with Schoenfeld, Huber Green Ltd., Chicago, joins Pollyea Inc., Terre Haute, Ind., as account executi

WM. G. ROLLEY Adv. Agency, Atlantic City, N. J., **WM. T. REYNOLDS C** and **JOSEPH R. MICKLE Agency,** Philadelphia, merge into new corporati known as **Rolley & Reynolds Inc. WM. GLEN ROLLEY** appointed presid and chairman of board of new company. **WM. T. REYNOLDS** named v president and treasurer and **MARY B. MICKLE** appointed vice president a account executive.

BERNARD H. LOMBERG, formerly advertising manager of International Tra Co., appointed head of radio and television sales department. Headquarters a 2016 Sansom St., Philadelphia 3.

ROBERT H. GASS, formerly advertising and sales promotion manager Evans-Winter Hebb Co., Detroit, joins Zimmer-Keller Inc., Detroit, as accou executive.

CAHILL, GORDON, ZACHRY & REINDEL, New York, announces opening European office at 52 Ave. des Champs Elysées, Paris. **FREDRICK C. KEN NER** is manager.

HARVEY Q. HICKMAN, formerly account executive with John Freiburg & Co Los Angeles, joins Hal Stebbins Inc., that city, in similar capacity.

PAUL E. JACKSON, general partner of Jackson & Co., New York, is managi new Chicago office of firm at 30 N. LaSalle St. Phone: RAndolph 6-5453.

WILLIAM T. MAXFIELD, formerly vice president and account executive Lindeke Adv., Glendale, Calif., joins Newton A. Free Co., Los Angeles, similar capacity.

HELEN GILLER GRANT, formerly with Ruthrauff & Ryan, New York, join copy department of Duane Jones Co., New York.

JOHN R. MARKEY, formerly operator of his own Vancouver, B. C., agency and **WILMA MAHONEY,** market research specialist, join staff of Charle Ross Adv., Hollywood. Mr. Markey is merchandising director; Miss Mahone is supervisor of market research and analysis. Firm recently moved to larg quarters at 1418 N. Highland Ave. Phone is Hudson 2-1184.

NELSON AMSDEN, formerly with McCann-Erickson, Cleveland, Neal D. Ive Philadelphia, and sales and merchandising consultant for a number of com panies, appointed by Morey, Humm & Johnstone Inc., New York, as its mer chandising counselor.

BRUCE LINDEKE, for past four years operator of his own Los Angele advertising agency, joins Mayers Co., same city, as account executive.

WILLIAM A. MURRAY joins media department of Detroit division of Brooke Smith, French & Dorrance, New York.

LEONARD SHANE Agency, Inglewood, Calif., opens client service and medi office at 1127 Wilshire Blvd., Suite 307, Los Angeles. Telephone: Michigan 321 Other operations continue at Inglewood office.

JOHN ORR YOUNG & Assoc., New York, moves to Steinway Hall, 113 W. 57t St., New York.

What shape are you in St. Louis?

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for *More Listeners Per Dollar!* Check the Hoopers . . . check the time costs . . . check the extra reach of KXOK's clear signal at 630 on the dial . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station • 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME

Owned and operated by the St. Louis Star-Times • Represented by John Blair and Co.

See what else the South's Greatest Salesman gives you:

Advertising for our advertisers every day 24 sheet posters, streetcar dash signs, full-page newspaper advertisements, store displays, work with jobbers and leading retailers—WWL uses all of these — the greatest audience-building program in the South.

He racks up leading Hoopers— gets biggest share of audience

Latest Hooper shows WWL share-of-audience ahead of any New Orleans station. Nighttime WWL has greater share than next 2 stations combined!

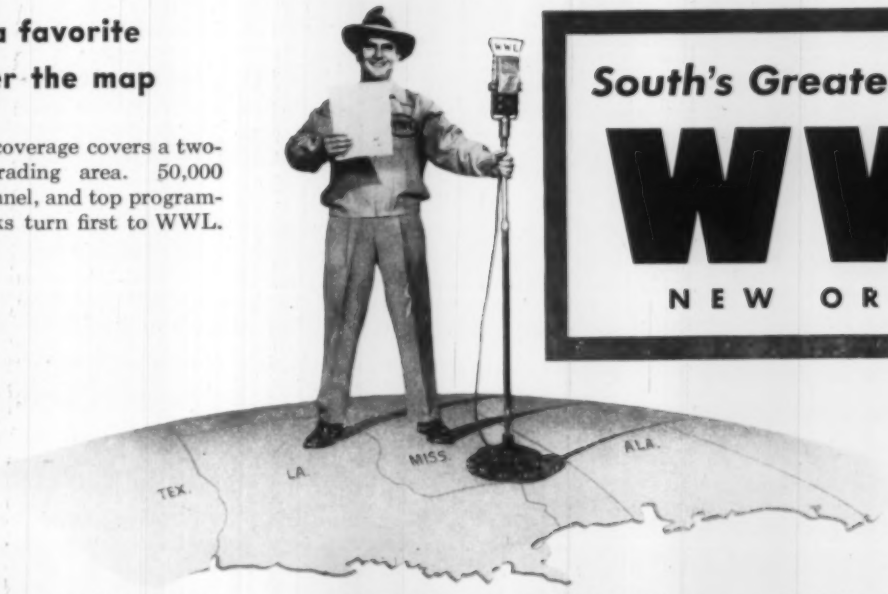
XUM

South's Greatest Salesman Helps Raise Better Crops

Farmers in 7 states profit from WWL's varied farm program. WWL helps them harvest bigger, more profitable crops—and sells them all the while! Only WWL directs herd improvement contests, provides weather and market reports, on-the-scene rural broadcasts, 4-H Club programs.

He's a favorite all over the map

WWL primary coverage covers a two-billion-dollar trading area. 50,000 watts, clear channel, and top programming makes folks turn first to WWL.



South's Greatest Salesman

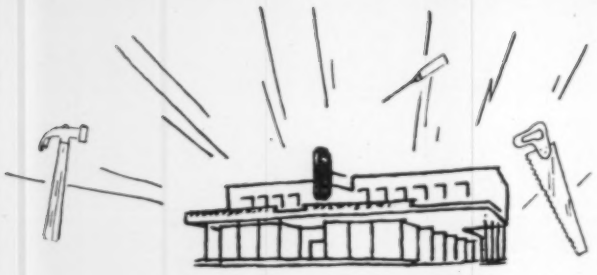
WWL

NEW ORLEANS

50,000 WATTS **CLEAR CHANNEL** **CBS AFFILIATE**

A DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY



1440 N. MERIDIAN STREET

yes, we've moved,

says "willie wish"... **BUT–**

Watta mess! Watta racket!
Hammers, saws, carpenters,
electricians, painters—all tryin' to
finish up at the same time.
I feel like "curb-stone willie."
It won't be long now, tho, til we have
somethin' like St. Peter might've ordered...
the facilities to back up the kind of
radio results we've been giving advertisers
for a long time.

Wish -A-B-C
OF INDIANAPOLIS

George J. Higgins, *Manager* **Free & Peters,** *National Representatives*

New Business

SPEIDEL Corp., Providence, R. I. (Speidel Watch Bands and jewelry), appoints Sullivan, Stauffer, Colwell & Bayles, New York, to handle its approximately $750,000 advertising budget. Advertiser last season used both radio and television, then sponsoring quarter-hour of *Stop The Music* on ABC and TV show featuring Ed Wynn on CBS-TV.

DEL CAMPO BAKING Co. (wholesale baked goods), Wilmington, Del., appoints Kates-Haas Adv., same city, to handle all advertising. Radio is included in current plans and TV for future.

BROWN SHOE Co., Buster Brown Div., St. Louis, sponsoring series of TV spot announcements in 13 cities. Series will run through spring into summer months in New York, Chicago, Philadelphia, Los Angeles, Boston, Baltimore, St. Louis, Pittsburgh, Atlanta, Detroit, San Francisco, Cincinnati and Cleveland. Three announcements run weekly in all cities but New York and Chicago, where four are scheduled. Agency: Leo Burnett, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, appoints Sherman & Marquette, New York, to handle advertising for its Veto deodorant, effective June 1. Product is now serviced by Ted Bates Inc., New York. Radio spots have been used.

LINCOLN-MERCURY DEALERS of Southern California, Los Angeles, sponsor weekly 1½ hours of jai alai games from Tiajuana, Mex., on KFMB-TV San Diego and KLAC-TV Hollywood. Games are beamed from Tiajuana to KFMB-TV for simultaneous release on both stations with Mexican government clearance granted. Contract is for 13 weeks, through Heasley & Heasley, Los Angeles.

ANNUAL CHICAGO RAILROAD FAIR, Chicago, appoints Foote, Cone & Belding, that city, as agency. Radio and TV being considered.

SITROUX TISSUES, New York, through Franklin Bruck, New York, will sponsor *The Hazel Scott Show* on WABD (TV) New York, starting Feb. 24, to introduce combination offer of Sitroux tissues and Sitroux kerchiefs.

QUAKER OATS Co., Chicago, places *Grady Cole and the Johnson Family* on 37 CBS southern stations in 15-minute broadcast once weekly. Show originates at WBT Charlotte, N. C.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme breweries), starts 52-week spot announcement schedule on KECA KFI KHJ and KNX Los Angeles. Spots run four nightly, six days weekly, except during March. Agency: Foote Cone & Belding, Los Angeles.

ALDEN'S MAIL ORDER HOUSE, Chicago, will promote distribution of its new catalog on its first TV show, *The Dude Ranch*, to be aired eight weeks as test on WENR-TV Chicago, Saturday, 8-8:30 p.m., starting March 4, through George F. Koehnke Agency, Chicago.

RAYLITE ELECTRIC Corp., Bronx, appoints Gordon & Rudwick Inc., New York, to handle advertising of its indoor and outdoor lighting products. Radio and television spots may be used.

CHAMP HATS Inc., Philadelphia, appoints Hirshon-Garfield, New York, to handle its advertising. Radio may be used.

ATCHESON, Topeka, Santa Fe Railway, Chicago, plans evening one-minute TV spot campaign for five weeks starting March 12 on Chicago and Los Angeles stations, with about five spots weekly. Expansion to other markets may follow. Agency: Leo Burnett, Chicago.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., appoints Ruthrauff & Ryan, New York, to handle its advertising. Radio is being strongly considered.

PHILCO CORP. sponsors half-hour TV show, *Philco Mystery Chef*, on WPTZ (TV) Philadelphia and WNBT (TV) New York, Thursday, 4:30-5 p.m. Cooking program, formerly on radio, promotes company's new electric range product. Firm also sponsors *Philco Playhouse* on NBC-TV. Agency: Hutchins Adv. Co., Philadelphia.

HELEN T. BROOK Chocolates, Brooklyn, appoints A. B. Landau Inc., New York, to handle its advertising. Radio will be used.

CHEVROLET DEALERS of Southern California, Los Angeles, Feb. 27 starts

(Continued on page 49)

Now 98

*Just count 'em!

CBS SHOWS ON KTSA

Day and Night . . . an endless parade of the best in radio entertainment for K T S A listeners! Great programs, great features, great personalities! All this, plus top local programs and features with an unexcelled coverage of all the news No wonder more and more people say, ... "It's on K T S A"!

NEWS

. . . . . the famous CBS network broadcasts of national news events, plus the broadcasts of outstanding CBS commentators over KTSA everyday.

MORE NEWS

. . . . . KTSA's complete radio coverage of local news augmented by news from the reportorial staffs of two newspapers.

STILL MORE NEWS!

. . . . . state, national and world news from the wire services and special news bureaus of both the SAN ANTONIO EXPRESS and SAN ANTONIO EVENING NEWS

San Antonio Express

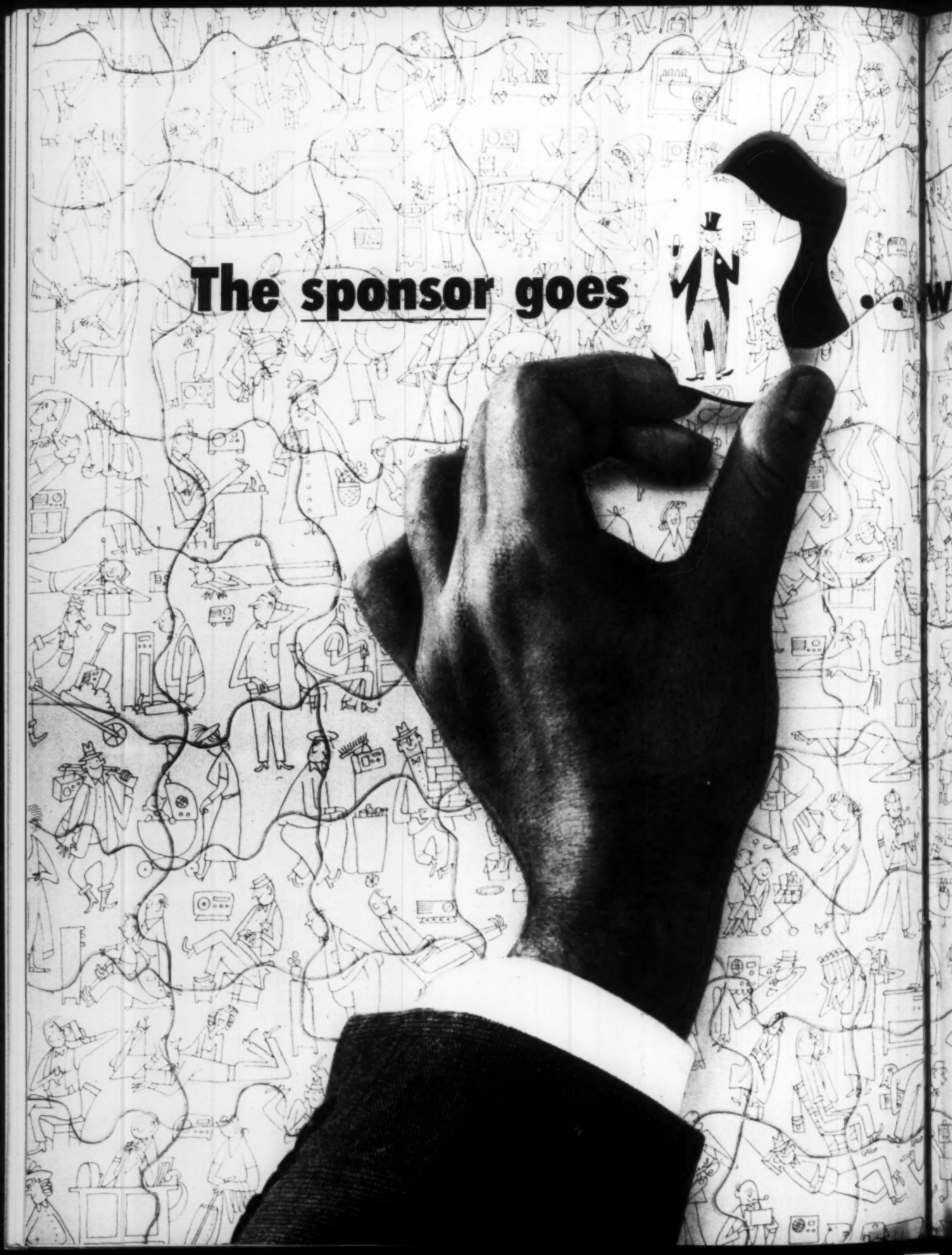
SAN ANTONIO EVENING NEWS

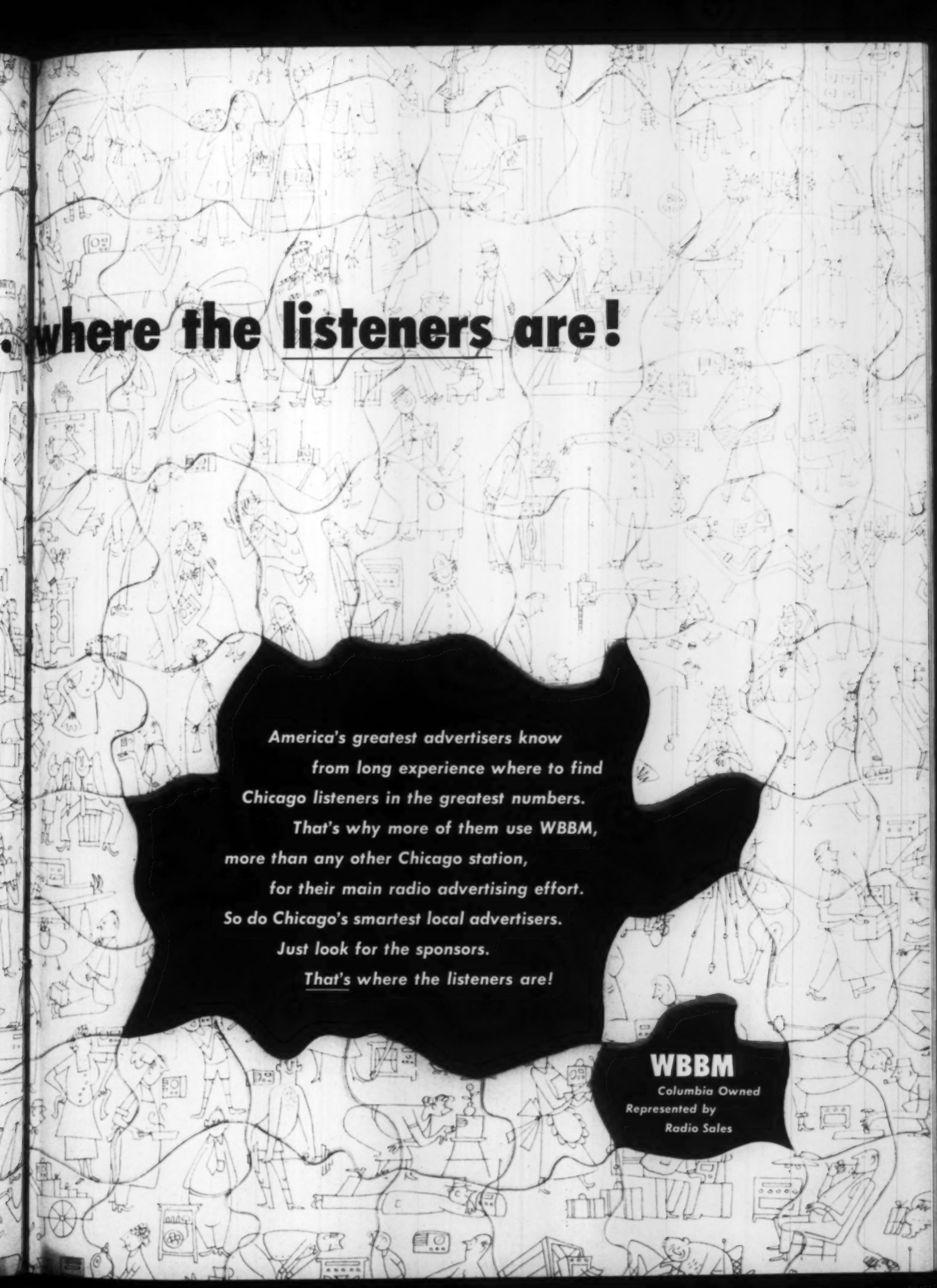
KTSA

AM/FM

* A list of current CBS programs will be sent you on request

FREE & PETERS, INC. National Representatives


The sponsor goes


. where the listeners are!
America's greatest advertisers know
from long experience where to find
Chicago listeners in the greatest numbers.
That's why more of them use WBBM,
more than any other Chicago station,
for their main radio advertising effort.
So do Chicago's smartest local advertisers.
Just look for the sponsors.
That's where the listeners are!
WBBM
Columbia Owned
Represented by
Radio Sales

XUM

IT'S EASY, IF YOU KNOW HOW!

WHEN you get right down to it, programming Know-How is what makes the difference between a *great* station and "just another station." And this difference is what makes great stations *outstanding advertising values!*

We of KWKH have had 24 years' experience in our Southern market. As a result, we've got a "native-son" approach to the Southern mind, heart and ear—a knack for programming that's unmatched in this area. The proof? Latest Shreveport Hoopers (Nov.-Dec., '49) credit KWKH with *top* ratings in all weekday periods—

KWKH is 52.0% higher than the next station for Total Rated Periods — is actually 82.3% higher, weekday Mornings!

BMB and mail-pull figures prove that KWKH does an equally superior job in *rural* areas too. . . . Let us send you all the facts about KWKH's sales-influence in the prosperous New South!

KWKH

SHREVEPORT **Texas LOUISIANA Arkansas Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 8 WASHINGTON, D. C., FEBRUARY 20, 1950 $7.00 A YEAR—25¢ A COPY

BASEBALL BUDGETS UP

Record Outlay for '50 Coverage

SPONSORSHIP of 1950 baseball schedules, including major and minor league games, will bring total advertiser budgets well past the $20 million mark—this is not counting the satellite programs and spots built around these games, according to a pre-season roundup by BROADCASTING.

While some contracts are still in the negotiation stage, it already is obvious that more sponsors will spend more money on baseball than ever before. More listeners and viewers will tune in play-by-play coverage when the season opens in mid-April.

Main addition to the 1950 diamond lineup is the MBS 350-station package [BROADCASTING, Feb. 13].

A blanket survey by BROADCASTING last week found the major league cities about ready for the season. Most contracts were in almost to the day of the unofficial deadline of Feb. 15, the date at which the major league headquarters annually pegs its sights for clearance of all broadcast contracts. In addition, reports from minor league cities, show considerable baseball budget increases there.

Chesterfield Increases

Liggett & Myers Tobacco Co. (Chesterfields) is expected to pick up a larger tab as a result of this year's baseball scheduling. While no figures were available last week, the expenditure is believed to be substantially higher than during 1949 because of the addition of Chicago and the 35-station Midwest Baseball Network to its coverage. Agency handling placement for L&M is Cunningham & Walsh, New York.

L&M will sponsor the full 154-game schedule of the National League's Chicago Cubs with WIND Chicago the originating station. Bert Wilson will handle play-by-play chores as he has in the past.

Elsewhere, the Chesterfield picture is essentially the same as last year with the tobacco firm sponsoring radio-TV coverage of the Washington Senators and the New York Giants. WMCA New York will beam the radio version of home and away games of the Giants, while WPIX (TV) New York will telecast the 77 home contests—an agreement now in its third year. Expected to rotate radio-video duties are Russ Hodges and Ernie Harwell and another announcer to be selected.

In Washington the rotation of radio-TV sportscasting also will be employed. Announcers Arch McDonald, veteran Washington sportscaster, and Bob Wolff will give listeners and viewers a running description of Senators' diamond activities. WWDC-AM-FM Washington, which switched today from its 1450 kc 250 w facility to 1260 kc 5 kw, has xclusive AM rights for all home and away games, both day and night. Last year, WWDC broadcast only night and Sunday games with WPIK Alexandria, Va., airing weekly day games. In the package rights negotiated this year by Liggett & Myers—similar to that consummated in 1949—Chesterfield is given exclusive "in-the-park" advertising rights. Telecasts of Senators home games will be handled again by WTTG (TV), DuMont's Washington station, with Howard Williams assisting Messrs. McDonald and Wolff in announcing chores.

Yankee Sponsorship

P. Ballantine & Sons (Ballantine beer & ale) again will sponsor telecasts of all New York Yankee home games on WABD (TV) New York, as well as alternate radio sponsorship on WINS New York of all Yankee home and road contests with General Cigar Co. for White Owl cigars. J. Walter Thompson handles both accounts. Mel Allen and Curt Gowdy have been set to announce on AM, with TV chores still undecided.

The split sponsorship also will prevail for coverage of the Brooklyn Dodgers, with F & M Schaefer Brewing Co. paying the bill for home telecasts on WOR-TV New York, and 50% of the Dodgers' full season schedule on radio. Post Cereals Div. of General Foods Corp. will sponsor the balance of the broadcasts, which will be aired live by WMGM New York. Young & Rubicam handles Post Cereals; the Schaefer Beer account is under BBDO.

It is understood that the New York Yankees management is mulling a special arrangement which would set up a "home of the champions" network comprising 12 upstate New York stations beyond the conventional 50-mile limit cited in major league rules governing broadcast rights. Albany, Jersey City and other points would be included.

A similar network arrangement reportedly is under consideration in Philadelphia's Shibe Park, home of the American League's Athletics and the National's Phillies, and apparently has held up official release of contract rights.

While details were not disclosed

(Continued on page 52)

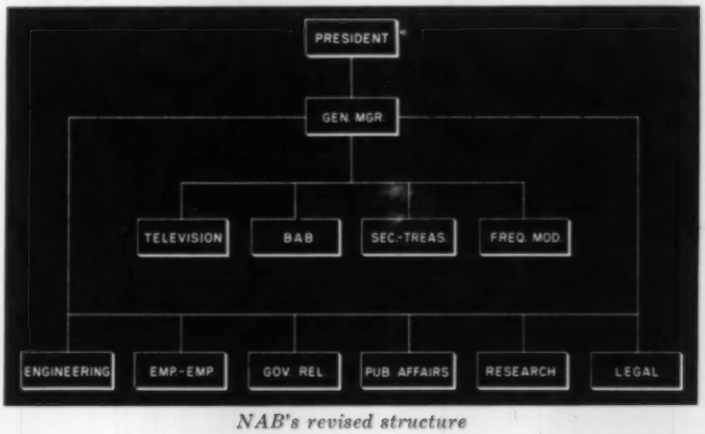
VIEWS ON DUES

NAB Raise Gets Mixed Reaction

NAB'S increase in dues for stations—780 of them—in the four lower income classes, effective April 1 as a result of the board's recent Arizona meeting [BROADCASTING, Feb. 13], met with mixed reaction among members last week. The subject promises to come up informally, and perhaps on the floor, at the mid-April convention in Chicago.

When April NAB bills are submitted, Class A stations ($25,000 net income and under) will be asked to pay $15 per month instead of aproximately $6.50 ($7.50 minus 12½% discount). The discount ends April 1. Three other low-income brackets will pay higher fees, the board having raised rates to expand service to the membership and to get rid of inequities in the dues schedule.

Among those who voiced their views the new rates were praised and cussed. Edgar Kobak, writing as head of WTWA Thomson, Ga., to NAB President Justin Miller, praised the boost. J. S. Younts, president-general manager of WEEB Southern Pines, N. C., was one of those sharply critical but he is willing to be shown that the boost is justified.



NAB's revised structure

Kobak Agrees

Mr. Kobak wrote:

. . . I am glad to see that some straight thinking has been given to the dues structure. I know from the standpoint of WTWA I will be happy to pay the increased dues. I have paid in advance for this year and if you will have a revised bill sent to me I will send you my dues for the balance of the year.

Taking the opposite tack, Mr. Younts wrote NAB:

. . . Whereas small stations feel that we receive benefit from NAB, it is questionable if the benefit is in proportion to the amount of dues that you propose to charge in order to maintain a very high overhead in Washington. When I see that you have officers that are drawing yearly salaries that exceed the total gross billing per annum of many small sta-

(Continued on page 54)

RED CROSS FUND

Radio, TV To Aid Drive

MAJOR radio and television networks will join in observing "Red Cross Day" on March 1 when the American Red Cross launches its month-long 1950 campaign, Howard Bonham, Red Cross vice president in charge of public relations, announced in Washington last week.

As in past years, Mr. Bonham said, each sustaining network program will feature a Red Cross message the first day of the campaign and all commercial clients will be asked by the networks to tie-in or refer to the 1950 appeal.

Simultaneously, the more than 2,000 local stations in the United States plan to cooperate with Red Cross chapters in their communities by observing "Red Cross Day" and by supporting the drive throughout the month, Mr. Bonham stated. Programs, announcements and background material are being supplied by chapters.

Combined Networks

The campaign launching will be heralded by a half-hour kickoff show 10:30-11 p.m. on Tuesday, Feb. 28, over the combined networks of ABC, CBS and MBS. President Truman and General George C. Marshall, American Red Cross president, will speak.

Campaign radio plans also call for an all-star variety program on Monday, March 6; a six-program series of Red Cross transcriptions of national network star presentations; a pair of transcribed four-and-a-half-minute dramatic spots featuring Hollywood stars, which will be distributed through cooperation of the NAB; a series of transcribed announcements; a series of television slides and trailers; foreign language live announcements, and month-long radio and TV network coverage and special events.

Mr. CAMPBELL

Mr. WILKEY

* * *

CBS WESTERN DIV.

Campbell, Wilkey In Shift

IN ANOTHER realignment involving its Western Division, CBS last Thursday announced the appointment of Wendell B. Campbell, general manager of WCCO Minneapolis-St. Paul, as western sales manager for CBS network sales, and the elevation of Gene Wilkey, WCCO assistant general manager, to Mr. Campbell's vacated post at the CBS owned-and-operated 50 kw outlet.

Mr. Campbell will headquarter in Chicago, succeeding Don Roberts, who resigned as CBS western sales manager. Mr. Roberts' future plans were not announced, nor was there any replacement indicated for Mr. Wilkey at WCCO.

Both changes take effect today (Monday), according to J. L. Van Volkenburg, CBS vice president in charge of network sales, and J. Kelly Smith, CBS vice president in charge of station administration, who made the announcement.

Mr. Campbell joined CBS' Radio Sales department in August 1938 and was western sales manager of CBS Radio Sales until September 1942. He then moved to KMOX St. Louis to become sales manager of the CBS owned-and-operated station. Later he was elevated to assistant general manager, then to general manager in 1945. He was named general manager of WCCO last year.

Mr. Wilkey came to WCCO from WDOD Chattanooga, a CBS affiliate, serving as production director and later program director and assistant general manager. Mr. Wilkey also has been general sales manager of the Twin Cities' CBS outlet since late 1949.

Drawn for BROADCASTING by Sid Hix

"Our spot said Straightlye Antiseptic removes mouth bacteria, film, excessive acidity . . . but how were we to know it removes teeth too?"

CBS AFFILIATES

Coast Advisory Meet Set

SALES and programming as well as general operation problems will be discussed by some 35 station owners and managers at a 9th District CBS Affiliates Advisory Board meeting in Beverly Hills (Calif.) Hotel, Feb. 27-28. Meeting was called by Clyde F. Coombs, general manager of KROY Sacramento and director of CBS Affiliates Advisory Board.

Several of the network's New York executives will participate in the sessions. They include: Frank Stanton, president; H. V. Akerberg, vice president in charge of station relations; John J. Karol, general sales manager, and Louis Zusman, director of advertising.

West Coast network executives attending are:

Howard S. Meighan, vice president and general executive; Arthur Hull Hayes, vice president and general manager of KCBS San Francisco; Harry Ackerman, vice president and director of network and TV programs, Hollywood; Merle S. Jones, general manager of KNX Hollywood and CBS Pacific Network; A. E. Joscelyn, director of CBS Hollywood operations; Wayne R. Steffner, KNX-CBS Pacific Network sales manager; George W. Allen, western program director.

COLORADO UNIT

Plan Western Slope Network

PLANS for a new regional network comprised of five stations in western Colorado were announced last week. To be known as the Western Slope Network, the unit is scheduled to begin operations about June 1 with KFXJ Grand Junction as its key outlet. Other stations in the network will be KIUP Durango, KUBC Montrose, KRAI Craig and KGLN Glenwood Springs. Latter station is now under construction.

Purpose of the network is threefold, officials said: (1) to promote radio in general in the western slope area; (2) to improve programming of all stations concerned through an exchange of ideas and programs such as sports, special events and news; (3) to attract national and regional advertisers by offering the five stations as a single package.

Tentative plans for the new network were made Feb. 5 in an all-day meeting in Grand Junction. Clarence Mendenhall and Art Keese of the Mountain States Telephone and Telegraph Co. spoke to the group about line arrangements for the network. Jerry Fitch, director of the United Press Denver Bureau, outlined a proposed system of news coverage for the region. Future meetings are planned to work out final details.

Officials of the five stations attending the plans meeting included: Rex and Charles Howell, KFXJ and KGLN; Dick Miner, KRAI; George Cory, KUBC, and Pat O'Brien, KIUP.

Swan Elected

E. T. SWAN, vice president of Kellogg Sales Co., subsidiary of Kellogg Co., Battle Creek, Mich., has been elected president by the board of directors. He continues in the position of sales manager, which he has held since 1948.

CHRONOMETER with gold-initialed name plate is presented to C. E. Arney Jr. (center), NAB secretary-treasurer, by the board of directors for 10 years service with the association. Presentation was made at the Chandler, Ariz., board meeting Feb. 8-10. Floral piece is presented by Mrs. Michael R. Hanna, wife of Director Hanna, WHCU Ithaca, N. Y. Holding the chronometer is Director Harry R. Spence, KXRO Aberdeen, Wash.

H-R INC. FORMED

Miller Becomes New Headley-Reed Co. President

A NEW station representative organization, H-R Representatives Inc., opened offices in New York's Chrysler Bldg. last Thursday. Principals of the new firm, who until a week before its formation had been executives of Headley-Reed Co., are: Frank M. Headley, president and treasurer; Dwight S. Reed, executive vice president; Paul R. Weeks, secretary.

This trio and George R. Marchant, secretary and assistant treasurer, New York Air Brake Co., comprise the board of the new company. Mr. Headley formerly was president of Headley-Reed Co.; Mr. Reed was vice president and manager of the Chicago office, a function he will continue for H-R representatives; Mr. Weeks was a member of the New York sales staff. H-R will open offices in Los Angeles and San Francisco shortly.

Following the resignation of these three on Feb. 11, the board of Headley-Reed elected Frank W. Miller Sr., president; Sterling B. Beeson, vice president in charge of AM sales; William B. Faber, vice president in charge of television; Frank W. Miller Jr., secretary and treasurer. Mr. Miller Sr., chief stockholder in Headley-Reed, also is president of Kelly-Smith Co., newspaper representative. His son is secretary of Kelly-Smith Co. Messrs. Beeson and Faber for several years have been members of the New York sales staff of Headley-Reed.

Wrath Chicago Head

John Wrath, for the past six years a salesman in the Headley-Reed office in Chicago, was appointed manager of that office. E. W. Sweatman remains as head of the Atlanta office. Harold Lindley in charge of the Los Angeles office and Harold Barrett in charge of the Detroit office.

Headley-Reed Co. was launched in August 1939 to take over the radio station representative functions of Kelly-Smith Co., which had inaugurated a radio division in October 1936 primarily to represent the radio properties of newspapers represented by the firm. Mr. Miller Sr. has been majority stockholder in Headley-Reed since its inception, with Messrs. Headley and Reed as minority stockholders.

Disagreements over operating policies led eventually to the resignations of the top Headley-Reed personnel and to their formation of H-R representatives.

Mr. Headley announced that in addition to Mr. Reed and Mr. Weeks, another long-term staff member of Headley-Reed would join his new organization. She is Marie Chernet, for the past 11 years office manager of Headley-Reed and Mr. Headley's secretary.

The new company's offices will be in Suite 1015 of the Chrysler Bldg., New York, telephone Murray Hill 9-7463.

Mr. REED

Mr. HEADLEY

Mr. WEEKS

Mr. Headley, coincident with his moving to the new offices of H-R Representatives Thursday, announced the first station to engage his new firm was KMPC Los Angeles, a 50kw outlet owned by G. A. Richards. KMPC was not formerly represented by Headley-Reed.

Mr. Headley said other station clients would be announced soon. He said the policy of H-R Representatives would "concentrate on sales, not station relations." He added that many of the stations he had worked for at Headley-Reed had advised him of their intention to appoint H-R as their representatives as soon as they could conclude their present contracts with Headley-Reed. He pointed out that the Headley-Reed contracts of 27 AM stations and one TV station will expire within the calendar year 1950.

AM stations now represented by Headley-Reed Co. include: WSGN Birmingham, WHBS Huntsville, WALA Mobile, WSFA Montgomery, all Alabama; KJBS San Francisco; WELI New Haven; WCON Atlanta, WDAK Columbus, Ga; WEEK Peoria, WROK Rockford, Ill.; WGL Fort Wayne, Ind.; KSO Des Moines; WITH Baltimore; WSAR Fall River, Mass.; WSAM Saginaw, Mich.; KFEQ St. Joseph, Mo.; KMMJ Grand Island, Neb.; WBAB Atlantic City; WHLD Niagara Falls, WSYR Syracuse, WTRY Troy, WFAS White Plains, N. Y.; WWNC Asheville, WSOC Charlotte, WSJS Winston-Salem, N. C.; WJW Cleveland, WCOL Columbus, WONE Dayton, WTOD Toledo, WFMJ Youngstown, Ohio; WSAN Allentown, WFBG Altoona, WJAC Johnstown, WLAN Lancaster, WEEU Reading, Pa.; WAPO Chattanooga; KOL Seattle; WKOW Madison, WEMP Milwaukee, Wisc. The firm also represents three TV stations: WTVN (TV) Columbus, Ohio, WICU (TV) Erie, WJAC-TV Johnstown, Pa., and will serve two more now under construction, WCON-TV Atlanta and WSYR-TV Syracuse.

NETWORK LICENSING

Sought by Sheppard

A SURPRISE BILL to require licensing of networks by the FCC and to arm the Commission with sanctions against the networks was introduced in the House last Wednesday by Rep. Harry R. Sheppard (D-Calif.).

He said the bill would supersede his pending measure (HR-2410) which instead of licensing networks would prohibit their ownership of stations [BROADCASTING, Feb. 14, 1949]. This measure was slated for study in House subcommittee hearings slated March 13.

The new measure, Rep. Sheppard said, is designed to protect network affiliates from "any discrimination or coercive practices," and at the same time "permits considerably less" FCC regulation of both independent and affiliated stations.

It would also "protect all sponsors and their agencies from discrimination or intimidation on the part of any network" and permit them "to be free to determine where and when their programs shall be broadcast, in addition to their regular network broadcast," Rep. Sheppard said.

Network licensing as provided in the bill would be similar to the established station - licensing procedures.

Additionally, stations seemingly would be permitted to rebroadcast any network program with the "express permission of the sponsor," and any other program with "the express permission of the originating station."

A network would have to have a license if it consisted of two or more stations located in different states and was operated for the purpose of broadcasting "a substantial number of identical radio programs."

Network licenses would be issued for three-year terms, as in the case of radio stations.

Licenses of network owned station could be revoked or suspended for a period up to 90 days (and any construction permits held by the network could be revoked) for submitting false information to FCC; failure to operate substantially as provided in the license; willful and repeated violations of the Communications Act, FCC rules, or U. S. treaty; for attempts to coerce any station to violate FCC rules or otherwise operate improperly; for violation of any FCC cease-and-desist order.

Show Cause

Before revoking or suspending a license or issuing a cease-and-desist order, FCC would be required to institute show-cause proceedings against the network concerned. After hearing has been held the Commission could fine the network up to $500 a day for each day the offense was found to have been committed. This would be in lieu of revocation or suspension, but might be in addition to issuance of a cease-desist order.

Failure to pay the "fine" assessed would, unless FCC's order were set asde by the courts, result in revocation of the network license. The money would be paid to the U. S. Treasury.

The legislation would make it unlawful for any network or network representative to attempt "by threat of economic injury" or "by the offer of any inducement" to prevent any sponsor from permitting the rebroadcasting of his programs. This would not apply where the subject of the broadcast is a sports event or other production to which an admission fee is charged.

The bill would empower FCC to investigate network practices with respect to affiliates and sponsors, and to issue appropriate regulations. With respect to the rights of affiliates, the bill also provides:

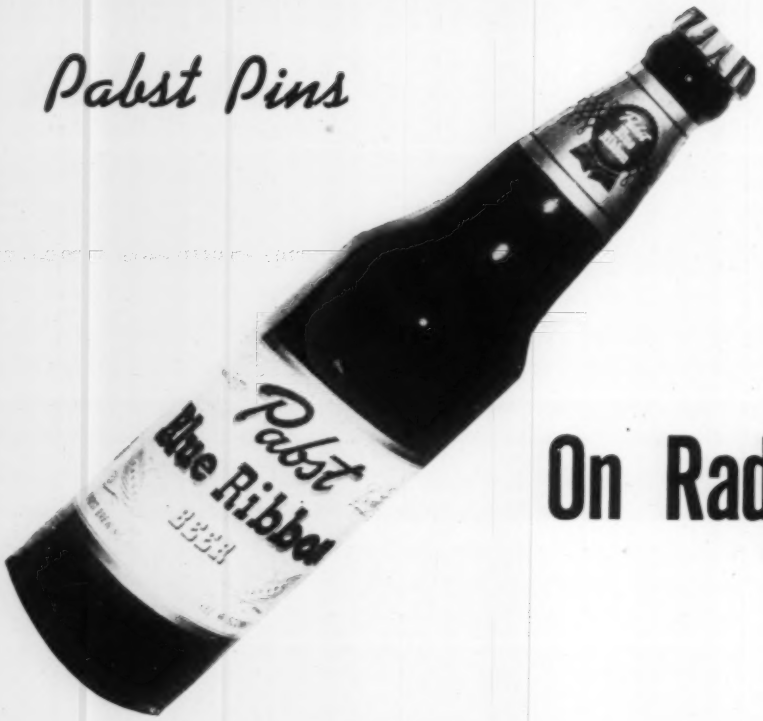
"If by reason of any action by the sponsor of a network program the network refuses to pay a radio station affiliated with it, at the rate to which the station would otherwise be entitled under the contract or affiliation, for broadcasting the program, and the station does not broadcast the program, no other station within the primary service area (as defined by the Commission) of the affiliated station shall rebroadcast the program without the express permission of the affiliated station."

Pan-X Campaign

APPROXIMATELY $300,000 will be spent by Pan-X Co., Los Angeles, to introduce new Pan-X liquid cooking agent in a six-month national radio and television spot campaign on 50 stations in 20 major markets. The radio campaign starts Feb. 27; TV campaign begins about March 15. Agency is Cowan-Whitmore, Los Angeles.

Pabst Pins Its Blue Ribbon On Radio and Television

By BILL THOMPSON



Best & Co., Beer Brewery, Whiskey Distillery & Vinegar Refinery on Prairieville Street, south side of the summit of the hill above Kilbourntown. Herewith we give notice to our friends that henceforth we will have bottom fermentation beer for sale, also good corn whiskey and vinegar by the barrel. We will endeavor to give our worthy customers prompt and satisfactory service. For barley we will pay 44c per bushel.

* * *

ON WASHINGTON'S BIRTHDAY, 1845, the above advertisement appeared in the *Wiskonsin Banner*, a Milwaukee weekly.

This single-column insertion by Pabst Brewing Co.'s founding fathers, costing little more than the quotation for a bushel of barley, marked the beginning of 105 years of uninterrupted advertising by the company.

In 1950, Pabst will spend more than $5 million for advertising, with a major portion allocated for radio and television. With this budget it hopes to better its 1949 sales record, which was the largest in its history.

The company's first radio program in 1926 (for the makers of Blue Ribbon Malt, who have since merged with Pabst) featured Richie Craig Jr., "the Blue Ribbon jester," in three 15-minute periods weekly over the CBS network. The show cost $570 a week for talent, including a guest star. Time costs totaled $2,300 weekly.

One of Mr. Craig's first guests was an orchestra leader named Ben Bernie. Pabst officials never forgot the "terrific pace" of his patter. In 1928, the late Mr. Bernie and his orchestra signed for a half-hour show at $1,500 weekly, and his Blue Ribbon Malt tag, "The Mosta of the Besta," became a household phrase. He was paid $1,750 his second year, $2,000 his third, and by 1933 got $4000 weekly after agreeing that he would not broadcast for any other product.

The advanced state of Pabst preparations for the revival of brewing in 1933 is indicated by the fact that the year of repeal, when both Pabst and its biggest rival were producing beer, the competitor's properties were assessed at almost as high a value of those of Pabst. However, a year before beer production commenced Pabst had buildings and machinery rated at 30% more than that of its rival.

Pabst also had prepared for advertising its product at the second Chicago World's Fair, which opened that year. (At the first, the World's Columbian Exposition of 1893, Pabst beer won a first award. The company's exhibit, featuring a gold model of its Milwaukee brewery, was widely acclaimed.) The famous Pabst Pavilion, where Ben Bernie reigned, was on the drawing boards by 1932; shortly after it appeared "A Century Of Progress," on Chicago's lakefront, would be a reality.

By 1935 Pabst had gained its share of the steady increase in total beer consumption during the post-prohibition upswing. A survey of 10 cities by the Ross Federal Research Corp. demonstrated the general effectiveness of its advertising campaigns. Personal interviews of 2,517 people showed that of those who had heard and seen beer advertising, 50% were using the product advertised, and 75% of these drank Pabst. A still more positive proof of advertising effectiveness was Pabst's sales leadership in 1936.

Network Radio Shelved

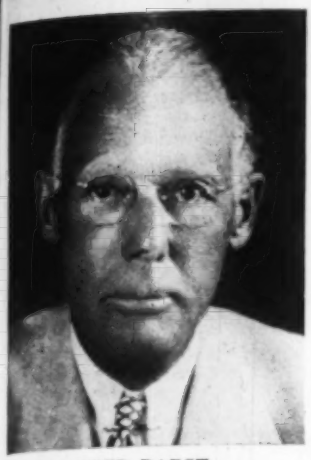
However, network radio was laid aside temporarily so that Pabst could place its advertising budget on a more flexible basis, which would permit gearing expenditures in various markets more directly to sales. This move opened up Pabst's era of spot and special events radio, which was continued through 1943 when the company resumed network advertising.

The first of Pabst's big-time radio appropriations went for the Groucho Marx show in March 1943. The Marx package cost $8,755, but total expenses amounted to between $10,000 and $12,000 a week. In June 1944, Kenny Baker and Robert Armbruster's orchestra, plus outstanding guest stars, came on for the remainder of the year. In 1945, Danny Kaye, Eve Arden and Lionel Stander, together with Harry James' orchestra, took over.

This first radio venture by Mr. Kaye was preceded during the summer by a schedule featuring the

* * *

POSTLUDE to Cary Grant's performance in "Mr. Blanding Builds His Dream House," the first production on *Screen Directors' Playhouse* was this gathering of (l to r): Homer Canfield, NBC program manager; Mr. Grant; Nate Perlstein, Pabst advertising director; and Henry Legler of Warwick & Legler, agency handling account.



FRED PABST

* * *

James orchestra. In the summer of 1946, Orson Welles' *Mercury Theatre* signed on, to be followed in the fall by one of Pabst's most durable performers—Eddie Cantor.

With Mr. Cantor as spearhead, the company made its radio shows and its slogan, "Thirty-three Fine Brews Blended into One Great Beer," the core of its promotional efforts. Distribution of point-of-purchase materials, such as pocket calendars and cardboard store displays, which began during the sponsorship of Groucho Marx, was accelerated in 175 cities.

It was "like parting with an old friend," company officials say, when Mr. Cantor left Pabst last October. Pabst had to fill the need for a different type program. So *Life of Riley* was taken on for both AM and TV but not as a simulcast because William Bendix, who stars in the sound version, was tied up by motion picture commitments. Jackie Gleason, Broadway and Hollywood comedian, plays Riley on TV.

Heavy Sports Schedule

For years, Pabst has set a record among brewers for sponsorship of sports events. Prior to 1949, the company carried all of its sports on AM, but during the past year has entered television in a big way. It sponsored the 1949 Chicago Cubs home games, the recent Chicago championship pro football game between the Bears and the Cardinals, and also Chicago's Ninth Annual All-Star Bowling Tournament, a two-day event. It carried the New York football Giants 1949 home games on AM, as well as the Hollywood Stars and Angels baseball games on TV. Beginning March 1, Pabst will sponsor the fights from New York's St. Nicholas Arena over the CBS-TV network (Wednesday nights for nine weeks).

If Nate Perlstein, Pabst's radio and television-minded advertising director, has his way, the company's name will become more and more associated with sports. Although only 41, Mr. Perlstein has lived up to the reputation established by Pabst advertising men of bygone days, notably A. Cressy Morrison, who launched a three-year "Blue Ribbon" campaign in *Harper's* in 1895, and Joseph R. Kathrens, who set up the company's first high-level ($229,830) national advertising budget through J. Walter Thompson in 1903.

At 18, Nate Perlstein had a part-time job handling publicity for Ben Bernie's orchestra while attending Northwestern U.'s downtown commerce school. He later joined the Chicago advertising firm of Matteson, Fogarty & Jordan, which had acquired the Bernie account, and helped produce the "Ole Maestro's" Pabst Pavilion show at the 1933 Chicago Fair. He became radio director of Morris, Windmiller & Enzinger Agency in the mid-30s, and remained with the firm as radio and promotion director after it became Morris, Schenker & Roth.

Mr. Perlstein was 31 when he first became an employe of Pabst in 1939. He was named merchandising manager of Pabst Sales Co., Chicago. On Jan. 1, 1945, he was promoted to advertising manager of the sales organization, and in July 1948 was named advertising director of Pabst's overall operations, including its large Newark subsidiary, Hoffman Beverage Co.

Radio's Power Lauded

"Radio is an effective medium for Pabst because it reaches the largest number of people while they are at home relaxing," Mr. Perlstein told BROADCASTING. "We like to contribute to that relaxation by means of subtle commercials, rather than to repeatedly slap the listener down with annoying plugs.

"In the broader sense, aside from its value as a commercial medium, radio is the backbone of America. It gives enjoyment in the home, keeping the family together. It is an important part of our American democracy."

With a background in merchandising, Mr. Perlstein is missing no bets in merchandising Pabst radio and TV shows. He spends about 3½ months each year fanning out from his Chicago office to troubleshoot markets.

Always alert to changing conditions in markets and competition, he holds frequent conferences with Warwick & Legler, New York agency which has handled the Pabst account for the past five years.

HARRIS PERLSTEIN

I. E. HARRIS (l), Pabst vice president and sales manager, chats with I. E. (Chick) Showerman, NBC Central Division vice president, at the first showing of the *Life of Riley* on TV.

* * *

The history of the Pabst Brewing Co. is too long and involved to recount in detail. Here, however, are the chief milestones:

In 1842, two sons of Jacob Best Sr., great-grandfather of the present Frederick Pabst, set out from their father's brewhouse and winery in Mettenheim, Germany, for the "land of promise." Jacob Jr. and Charles Best set up a vinegar factory in Milwaukee and prospered so well that in less than two years their father, and his two other sons, Phillip and Lorenz, joined them to establish Best & Co. brewery.

In 1848 a youth named Frederick Pabst also came to the United States from Germany and by 1857 was a steamship captain on the Great Lakes. In 1862, he was married to Phillip Best's daughter, Maria, and two years later became an equal partner in Phillip Best & Co., successor to Best & Co. In 1866, the partnership between Phillip Best and Captain Pabst, as the latter was known throughout the company's history, was dissolved. A new agreement was drawn up between the Captain and Emil Schandein, who during the year had married another of Phillip Best's daughters, Lisette.

Capt. Pabst's Acquisitions

This marked the beginning of the most striking years of success in the Pabst history, since the Captain was a most colorful character. He absorbed the Melms Brewery in Milwaukee in 1870; incorporated as the Phillip Best Brewing Co. in 1873 with capitalization of $300,000 (himself as president and Mr. Schandein as vice president); started bottling beer in 1875; was awarded a gold medal for his beer at the Philadelphia Centennial Exposition in 1876, and a similar award at the World's Fair in Paris in 1878; and by 1884 increased capital to $2 million.

Four months after Emil Schandein died in November 1888, the company acquired the name Pabst Brewing Co. for the first time, and capital stock was increased to $4 million. During the same year, the Captain refused to sell out to a British syndicate, the first in a series of refusals. In October 1892, Falk, Jung & Borchert Brewing Co. was absorbed and capital increased to $10 million. During this same year the Pabst Bldg. was erected in Milwaukee and the Captain became first president of the Wisconsin National Bank.

In November 1899 Pabst, already advertising-minded, gave Diamond Match Co. its largest order to date for advertising on book matches. Captain Pabst died Jan. 1, 1904,

and his son, Gustav, was elected president. Three years later the company's beer won the "highest award" at the International Foods Exposition in Antwerp. In 1916, Gustav Pabst was elected president of the United States Brewers Assn.

By 1920, prohibition had forced Pabst to dissolve its brewing company, but it set up the Pabst Corp., capitalized at $5 million. A year later Gustav Pabst, who had excelled at beer production, resigned so his younger brother, Fred, could become president and specialize in the development of new products. Sheboygan (Wis.) Beverage Co. and the cheese division of Pabst Holstein Farms (unrelated to the earlier brewing operation) were acquired in 1923, and Puritan Malt

(Continued on page 51)

THE CHESTER RILEYS of radio and television: Above, the video version is handled by stage actor Jackie Gleason, shown with Rosemary DeCamp (the TV Mrs. Riley). Below, the AM favorite's title role is synonymous with the name of William Bendix (r), who is pictured with John Brown (Digger O'Dell, the friendly undertaker).

VOD WINNERS

To Get Prizes in Week-Long Fete

FOUR high school students who won the annual Voice of Democracy radio script contest, in a competition that drew a million entries, will receive their $500 scholarships and spend this week in the nation's capital as guests of NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

The winning scripts were by blind transcriptions in a contest involving 28,000 high schools in 48 states, District of Columbia and Puerto Rico. The young students wrote and voiced broadcast scripts on the subject, "I Speak for Democracy."

High spot of the week's events will be the awards luncheon Wednesday at the Hotel Statler, Washington. Dr. Earl J. McGrath, U. S. Commissioner of Education, will preside. Edward W. Barrett, Assistant Secretary of State for Public Affairs, will make the presentations during a 15-minute nationwide broadcast on MBS, 1:15-1:30 p.m.

The Office of Education has endorsed the annual contest. The Voice of Democracy Committee is headed by Robert K. Richards, NAB director of public affairs.

Open Tuesday

Formal events for the four young winners open with a Tuesday luncheon in the Senate restaurant. The winners will visit both houses of Congress and hear their scripts read into the *Congressional Record*. The Wednesday luncheon will be broadcast by Voice of America to all English-speaking countries. NBC will carry the four winners in an interview program with Morgan Beatty.

Thursday morning's sight-seeing tour will end at 12:15 p.m. at the White House where the winners will be received by President Truman. In the afternoon they will visit Mt. Vernon.

Saturday morning the quartet will be taken to Williamsburg. A three-day visit will include a Sunday evening reception by NAB and a dinner with John D. Rockefeller III and Colonial Williamsburg as hosts. Mr. Rockfeller is chairman of the board of Colonial Williamsburg.

Luncheon Set

Monday Mr. Rockefeller will be host at a luncheon for Gen. George C. Marshall, president of the American Red Cross. Gen. Marshall and Mr. Rockefeller will be heard in a broadcast on CBS, 5-5:30 p.m., with Voice of America sending the program to all English-speaking nations. The winning students will address the youth of the world during the broadcast, which will originate in the historic House of Burgesses of the colonial capital.

Winning students who will receive the acclaim of official Washington and Williamsburg are Richard L. Chapman, Brookings, S. D.; Gloria Chomiak, Wilmington, Del.; Anne Pinkney, Trinidad, Col.; Robert Shanks, Lebanon, Ind.

National judges, who chose winners after local and sectional eliminations, are Mr. Beatty; Mrs. Raymond Clapper; Associate Justice Tom C. Clark, of the U.S. Supreme Court; Wayne Coy, FCC chairman; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, FBI director; Edward R. Murrow, CBS commentator; James Stewart, actor.

LIBEL SUIT

KYW Asks Dismissal

ONE PHASE of argument on the libel suit filed against five Philadelphia stations [BROADCASTING, Feb. 6] was completed last week in the city's Federal District Court. KYW Philadelphia (Westinghouse Radio Inc.) placed its plea before the court asking for dismissal of the bill of complaint.

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The other stations (WCAU WFIL WPEN WIBG) are taking similar positions.

The libel suit was filed by Attorney David H. H. Felix, of Philadelphia, charging the stations with airing a political speech of alleged "false and malicious publication by broadcast" last October. He asked $50,000 in damages from each of the stations.

GOTHAM RECORDING

New Firm to Handle Tape

THE GOTHAM Recording Corp., designed for transcribing and editing of tape recorded material, has been established by Herbert M. Moss, radio and television producer, with Stephen F. Temmer, former supervisor of tape recording for ABC.

Mr. Moss

The new firm's offices will be at 2 West 46 St., New York. Telephone lines will connect the company's tape recorders to all network studios in New York from which they will service advertising agencies and industrial clients as well as civic organizations.

The new tape recording firm will have a production unit supervised by Mr. Moss.

FCC Actions

THREE new AM and one new FM stations approved by FCC last week. Initial decision reported to grant another AM outlet. Six stations granted ownership transfers. One AM and eight FM authorizations deleted. Details of these and other FCC actions may be found in FCC Roundup on page 84 and Actions of the FCC beginning on page 64.

NBC Harris-Faye Pact

NBC HAS SIGNED an exclusive contract with Phil Harris and Alice Faye covering their weekly radio program and giving the network first call on their television services when they decide to launch their own video show. Contract was signed last week by the two entertainers and Niles Trammell, chairman of the board of NBC. Under the new pact, the pair will retain their current Sunday-7:30 p.m. spot, Mr. Trammell stated.

Hormel Renews

GEORGE A. HORMEL & Co., Austin, Minn. (canned meat products), through BBDO, Minneapolis, renews *Music With the Girls* on ABC Sunday, 5:30-6 p.m. (CST), for 52 weeks from March 12.

ALL-RADIO FILM

Dates Outside N.Y. Stand

DESPITE postponement of what had been originally planned as the premiere of "Lightning That Talks" in New York, the All-Radio Presentation Committee last week decided to cling to original showing dates already arranged in other sections of the country.

The first wave of showings will be held from early March through May in cities that had already reserved dates.

THIS backstage group at the CBS Jack Benny program which originated in New York recently includes (l to r): Mr. Benny, Ben Duffy, president of BBDO, and Vincent Riggio, president of the American Tobacco Co., sponsor.

The precise date of the New York presentation, originally scheduled for March 1, was not set. It will be in late March or early April.

At a meeting in New York last week, the committee announced that changes in the film suggested by the NAB board after seeing it in Phoenix a fortnight ago were already made in the final version. The committee emphasized that the film shown to the NAB directors was not the finished picture.

Twenty cities have arranged to present 35mm showing of the film and 64 cities to show 16mm versions in the first schedule, the committee said.

A proposal to revise the non-New York presentations in view of the postponement of the New York premiere was voted down by the committee.

It was learned that the New York committee was considering three dates, one in late March and the other two in early Apirl, for the New York presentation. One of them will be chosen this week.

The decision to proceed with non-New York showings as originally planned was taken because of the difficulty in revamping the distribution schedule, it was said.

AD COUNCIL

Holds Sixth White House Meeting

REPRESENTATIVES of radio, advertising and industry convened in Washington last week for the sixth White House meeting of The Advertising Council and its committees.

High praise was heard for radio's part in supporting Advertising Council backed campaigns. During the Wednesday night board session a 20-second television film spot, on behalf of the Census campaign to open in March, was previewed. This is the Council's first endeavor in the television field. The film was prepared by Benton & Bowles, volunteer agency on the account.

At a Wednesday night dinner at the Statler Hotel, Vice Admiral Ross T. McIntire, USN (Ret.), chairman of the President's Committee on National Employ the Physically Handicapped Week, presented an award to the Council for its efforts on the campaign. In his remarks Admiral McIntire praised radio, reportedly the chief medium used.

Wilson Cited

Charles E. Wilson, president of General Electric and chairman of the Council's Industries Advisory Committee, received a special citation for his leadership as chairman of the sponsor's committee of the United Church Canvass. The citation was received in Mr. Wilson's absence by Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and a member of the Council's board of directors. More than $3 million worth of time and space reportedly was contributed to the campaign.

Also at the Wednesday dinner session, Treasury Secretary John W. Snyder thanked the Council for its support of the Savings Bonds campaign. Radio was widely used in this endeavor. Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., gave a 16-month progress report on the American Economic System campaign, widely backed by radio. Mr. Gray is coordinator on the account and a member of the Council's board of directors.

Thursday morning the group witnessed a demonstration of CBS color television. Following introductory remarks by Frank Stanton, CBS president, a shortened version of the program seen by over 15,000 Washingtonians in the past few weeks was presented.

Closed Sessions

Gathered for the day and a half meeting were members of the Advertising Council, its board of directors and staff, plus the members of the Industries Advisory Committee and Public Policy Committee. A majority of the time was spent in closed sessions with heads of government departments. As one of his last official acts, David Lilienthal, former chairman of the Atomic Energy Commission, addressed the group Wednesday.

Dr. John R. Steelman, assistant to the President, presided at these sessions. In addition to Mr. Lilienthal and others connected with the AEC, the conference heard from Dean Acheson, Secretary of State; Livingston Merchant, acting Assistant Secretary for the Far East; Paul G. Hoffman, administrator, Economic Cooperation Administration; Charles Sawyer, Secretary of Commerce; Charles Brannan, Secretary of Agriculture, and Frank Pace Jr., director, Bureau of the Budget.

Wednesday afternoon the group met briefly with the President. A cocktail party was held Wednesday

(Continued on page 55)

INFORMAL discussion groups at the Statler included:

TOP PHOTO (l to r): Herbert H. Kirschner, president, Advertising Assn. of the West; Lawrence W. Lane, publisher, *Sunset* magazine, and member of the Council board, and Robert C. Coleson, Ad Council Hollywood representative.

SECOND PHOTO: Howard J. Morgens, vice president in charge of advertising, Procter & Gamble, and Samuel C. Gale, vice president and director of advertising, General Mills. Both are on the Council board of directors.

THIRD PHOTO: Nelson Bond, vice president, McGraw-Hill Pub. Co., and member Business Paper Advisory Committee, and Edgar Kobak, radio consultant, and Council board member.

FOURTH PHOTO: Ralph Hardy, radio division director, NAB, and Paul W. Morency, general manager, WTIC Hartford. Both are on the Council's board of directors.

FIFTH PHOTO: A. R. Stevens, advertising director, American Tobacco Co. and coordinator on CARE campaign, and Mrs. Olive Clapper, publicist and member of the Public Policy Committee.

BOTTOM RIGHT: Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co.; Frederic R. Gamble, president, AAAA, both members of the Council board, and Wesley I. Nunn, Standard Oil Co. of Indiana and coordinator for the Stop Accidents campaign. Mr. Gray is coordinator on the American Economic System campaign.

* * *

A FEATURED speaker Wednesday night, Treasury Secretary John W. Snyder (2nd l), participates in a discussion with (l to r) Niles Trammell, chairman of the board, NBC; Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and Lee R. Jackson, Firestone Tire & Rubber Co. Messrs. Trammell and Mortimer are members of the Council's board of directors.

COCKTAIL party Wednesday afternoon at the Statler Hotel gave members of the Advertising Council White House sessions a chance to get together for some informal conversation. T. S. Repplier (r), Advertising Council president, discusses the meeting with Mark Woods (l), ABC vice chairman of the board, and Frank Stanton, CBS president.

CLEAR-CHANNEL DELAY

Decision Awaits NARBA Pact

THE LONG-AWAITED clear-channel decision is being held up by FCC pending completion of current NARBA negotiations, it was revealed last week with the release of testimony in Congressional hearings on FCC's 1950-51 budget.

This disclosure came during testimony which also:

- Reported progress on FCC's plans to reorganize its staff into four functional bureaus [CLOSED CIRCUIT, Dec. 12, 1949]:
- Raised new doubts about the lifting of the television freeze, while putting late summer as the earliest conceivable lifting date (see story page 68);
- Revived the old question of fixing cut-off dates for the filing of competing applications;
- Disavowed FCC ability to determine what goes on the air (see story this page);
- Reflected FCC opposition to an extension of the AM license term beyond the present three years, or of the TV license beyond one year at the present time.
- Indicated belief that sooner or later, as spectrum space becomes more and more scarce, non-broadcast services will start demanding frequencies used by the broadcast services.

Most of the testimony was given by FCC Chairman Wayne Coy during the Jan. 30 appearance of the Commission and its top staff executives before a closed session of the House Appropriations Subcommittee on Independent Offices [BROADCASTING, Feb. 6]. The testimony was released by the committee last Saturday, although the appropriations bill itself has not yet been reported out of committee. For FCC, the President's request was for $6,912,000, approximately 2½% more than the 1949-50 figure.

Chairman Coy, while giving no hint of Commission thinking on the clear-channel question, said the decision is currently being held up because of the NARBA negotiations. U. S. and Cuban negotiations are now underway and full NARBA sessions are slated to resume after April 1.

"It seemed to us that it was not advisable to make a decision in advance of [a new NARBA]," he said, "because an agreement might be reached which might act to change the terms of the decision in the clear-channel case, and cause it to have to be reopened immediately and a new decision made."

Decision Seen

But he appeared confident that "if we can get a North American regional agreement this year, with Mexico, Cuba, and other countries in the Caribbean area. . . . we can expect a decision from the Commission in the clear-channel case."

This, he said, would clear the way for action on some 111 applications currently being held up until the clear-channel decision is reached.

Chairman Coy told the appropriations group, headed by Rep. Albert Thomas (D-Tex.), that FCC has a full-time planning group at work on reorganization studies. The group is slated to complete its study of common carrier functions and make appropriate recommendations to FCC about the end of February, and will then proceed to study safety and special service and broadcasting functions, he said.

Four principal line bureaus would be created: Broadcast, Common Carrier, Safety & Special Services, and Field Engineering & Monitoring. Each would have a director and would contain its own professional divisions of law, engineering, and accounting. (The field engineering and monitoring division already is set up along functional lines.)

Chairman Coy said "considerable progress" had been made toward reorganization, but that "anticipating the timing and the many problems of the reorganization is extremely difficult."

He felt certain there would be "a long transition period during which the organization studies, reassignments of personnel, changing procedures, and many other things will have a temporary retarding effect upon our work."

He said FCC is prohibited from hiring a special outside engineer to help blueprint the reorganization plan, as the appropriations group had suggested. Rep. Thomas suggested $20,000 or $25,000 might be appropriated for that purpose.

Chairman Coy said he thought the projected reorganization "will greatly increase our effectiveness" and that "we can get more of our work done than we have heretofore been able to do." He felt it "will in part meet the disparity between what we think we should have for the job we have before us and what we have been able to get as an appropriation to carry that on."

Chairman Coy said FCC foresees "nothing but increasing demand" from the non-broadcast services, with the likelihood that eventually these users will be seeking frequencies allocated to broadcasting.

Committee Chairman Thomas conceded that FCC is operating under a workload that "simply is staggering," and ventured that one reason is the Commission's failure to "delegate enough authority to the staff." He paid tribute to FCC's preparation for the budget hearing.

He felt FCC's administrative services "are a little high," with a total of some 119 persons assigned to such duties. Chairman Coy did not regard that as more than necessary.

Rep. Francis Case (R-S. D.) wanted to know if the Commission's workload wouldn't be reduced materially if television stations were licensed for three years instead of one, and AM stations for perhaps six instead of three.

License Period

Chairman Coy replied that television stations were still too few to pose any great problem in this respect. While it is a new service "we want to get a more direct look at how the service is developing," he said, adding that eventually the license period undoubtedly will be lengthened.

As to licensing AM stations for "five or ten years," Mr. Coy said:

We could [do so] if we believed that that should be done. But we do not think it should be done at the present time. We think that the people who hold these frequencies and who are required to operate them in the public interest ought to be held accountable for their operation, at least as often as every three years.

Chairman Coy did not seem to agree fully with the Commission's action abolishing the Avco Rule which permitted competitive bidding for stations up for sale. Radio frequencies, he said, "are public property and it would seem that there ought to be some competition for them, and that the holders of them who want to get out of business ought not be permitted to select their successors as licensees."

THE "Voice of Fisher's" (r)—otherwise unidentified— and Ken Fisher, treasurer of Fisher Flouring Mills Co., looks over a three-column newspaper ad heralding the mystery personality's transcribed program scheduled five mornings weekly on KOMO Seattle. The new show is in addition to Fisher's 23 weekly newscasts, *Fisher's News—Morning, Noon and Night* on KOMO.

WHAT THEY SHALL HEAR

Coy Says 'Dangerous' for Seven To Decide

CHAIRMAN Wayne Coy assured a House appropriations subcommittee in testimony released last week (see story above) that he felt it would be "very dangerous" for any seven persons to have authority to say what shall go on the air.

He also thinks it's possible that giveaways may become virtually extinct by the time FCC's anti-giveaway rules are court-tested, even though the court test may come within a few weeks.

Rep. Albert Gore (D-Tenn.) was pushing him as to whether FCC had considered "requiring these deep-abdomen, vociferous, hired laughing participants on the supposedly funny-man, wisecracking shows to stay a certain distance from the microphone."

He said he hadn't, and then Rep. John Phillips (R-Calif.) interjected that it was his habit in such cases to rely on "one of those little buttons on your set that you can push and cut the program off." Rep. Gore felt that "hundreds of thousands" are turning off their sets "because that kind of tripe comes over the air." To this Chairman Coy replied:

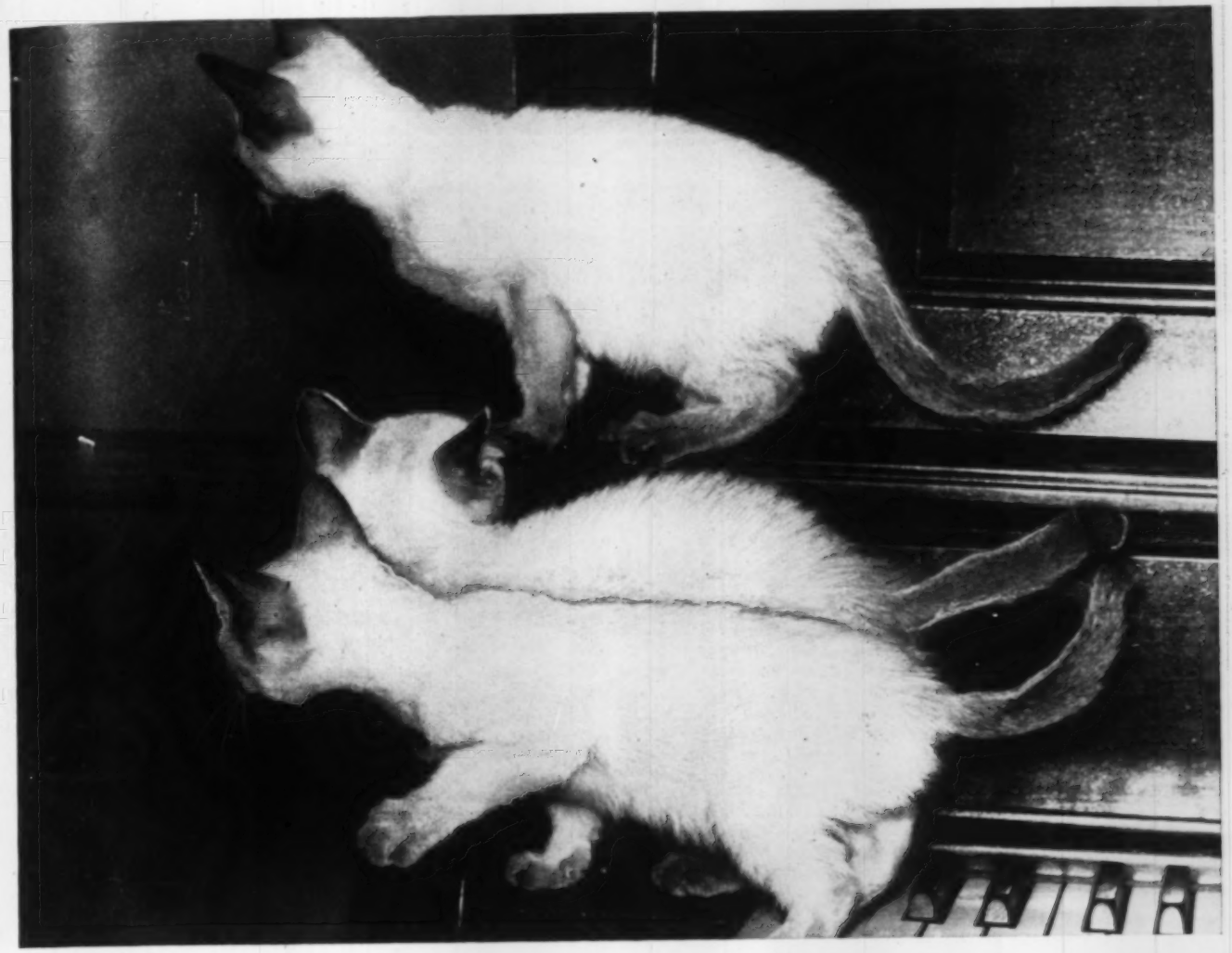
That raises a rather difficult problem, as to just how far any communications commission can go. There are seven of us. If we had the authority to determine the kinds of programs that would suit us, I do not believe we are smart enough to pick out what would satisfy the American people. We are a group of people with widely diverse interests, and I think it would be dangerous for seven people to have the authority to determine what went on the air.

The real control of American radio is in the hands of the public, and Mr. Phillips has given the answer to it. People just will not listen to things they do not want to hear. As to the radio networks and independent stations, if you can imagine their getting as bad as Mr. Phillips indicated he thinks they are, when he can find nothing but bad, people will just quit turning on the radio and the radio will be dead if they cannot get people to listen to it.

. . . Two or three years ago the giveway programs were among the most popular programs on the air. Today, I do not believe there is one of them that is in the first 15 of the top radio programs, and I would say that nearly half of the giveway programs have disappeared from the air. They may even disappear completely before we are able to litigate in court the legality of our regulation [banning giveaways], but I still think we ought to litigate it.

Hi-V Elects Godfrey

ARTHUR GODFREY, radio and TV star, and his business manager, C. Leo DeOrsey of Washington, D. C., have been elected to the board of directors of the Hi-V Corp, maker of Hi-V frozen orange juices and other food concentrates. Plans are underway for an intensive television and newspaper advertising campaign. Franklin Bruck, New York, is the advertising agency.



What's around the corner?

Whatever it is, these cute little kittens seem to be fascinated by it.

What's around the corner for your sales program in Baltimore? One thing is sure: if it's low-cost results from radio you want, W·I·T·H ought to be on your list.

W·I·T·H is the station that delivers more *home* listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get *big* results from *small* appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

Advertisement

97% DEPEND ON WLS

First in Market Service

ONE RADIO STATION—WLS—is mentioned by 97% of Illinois, Indiana, Michigan and Wisconsin live stock producers who answered the question, "What radio stations do you depend upon for live stock market reports? Please list these stations in order of their importance to you."

Of the 1,086 live stock producers completing questionnaires, 97% or 1,053 mentioned WLS. A total of 78 other radio stations received only 1,164 mentions—just a fraction more than received by the one station, WLS.

77% Put WLS First

The Chicago Producers Commission Association, a member of the National Live Stock Producers Association, sent 7,858 questionnaires to its own list of leading live stock men. The questionnaire does not mention any radio station but was planned to give a maximum of useful information to the Producers Association and all market services.

Returns were unsually high at 14.1%. With 97% of the responding live stock producers mentioning WLS as one of the stations they depend on, *28.8% listed only WLS!* Another 49.1% made WLS first choice, while also naming one or more other radio stations. Adding the 28.8% who listed WLS only, to the 49.1% who made WLS their first choice, gives a total of 77.9% of all those responding who put WLS first!

Live Stock Capital

Chicago radio stations were mentioned a total of 1,653 times, while radio stations outside Chicago were mentioned ony 564 times, indexing the importance of Chicago as the live stock capital of this broad Midwest region.

A Wide Margin

Three other major Chicago stations received mention in the returned questionnaires, but the margin between WLS and all others was wide, as shown by the chart on this page.

Station "B" was first choice with only 12.4%, against the 77.9% first choices for WLS. Stations "C" and "D" shared less than one percent of first choices, while stations outside Chicago shared 8%.

Towns Effected, Too

Live stock market reports are not exclusively the business of the live stock producer or farmer. In Midwest cities and towns, particularly those of 10,000 and under, the whole community has a big stake in the farmer's prosperity. Automotive dealers depend on farm-bought trucks and cars for their profit—grocery and drug stores build their volume on farm family purchases. Daily live stock market reports are a regular listening habit with scores of townspeople.

This close town-farm relationship has established WLS listener-loyalty in the entire market—farm and town alike. Backing up services such as market reports is the family-style entertainment found only on the WLS National Barn Dance and the daily programs featuring Barn Dance stars.

Bill Morrissey, whose twice-daily broadcasts direct from the Union Stock Yards are "must" listening for live stock producers in four states.

All Needed Services

WLS treats homemakers' information, regional news, weather, grain markets, and educational programs with the same thoroughness and dependability that characterizes the station's broadcasting of live stock markets. Each has its established place on the daily schedules—each service is handled by people who know both their subject and their audience and its needs. Dinner Bell Time—Feature Foods—duPont Award winning School Time—Farm Bulletin Board Prairie Traveler—This Farming Business—Noontime News—all are unduplicated in the WLS service area. All rendered a needed service at the right time.

Lloyd Burlingham, veteran farm editor and broadcaster, talks about "This Farming Business" each day at 12:45 over WLS, sponsored by Murphy Concentrates and by DeKalb Hybrid Seed Corn. He precedes the closing live stock market reports.

Experienced live stock man Dave Swanson presents a weekly summary of live stock market happenings and trends every Saturday over WLS.

Quick Response

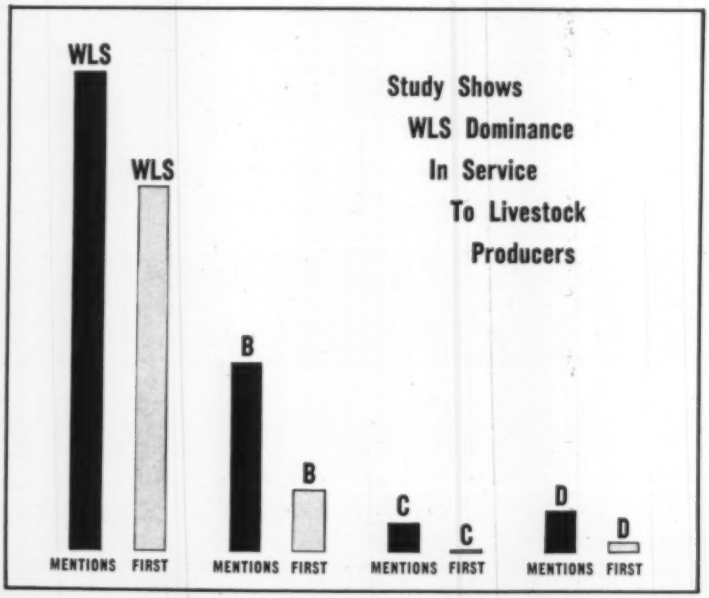
This explains why the single WLS announcement of Edith Hansen's birthday brings over 4,000 letters from her WLS Kitchen Club audience. It explains the steady increase in number of quality dealers for several current WLS advertisers.

It explains why a 50,000-watt, clear channel radio station is regarded as a next-door neighbor in homes from the heart of Chicago to the outer edges of a four-state territory.

Facts Available

There is more information available on the details of the recent study in which 97% of responding live stock producers mentioned WLS as one of the radio stations they depend on for market reports —and 77% put WLS as their first choice.

There is also more data available on the success of advertisers who are using WLS talent, time and programming to speed sales and distribution of a wide variety of products in the Chicago Midwest—America's second market and first in salability through one far-reaching medium. Write, telephone or wire "Sales Manager, WLS, Chicago 7, Illinois" or see your John Blair man today.



Illustrating returns in Chicago Producers Commission Association study of live stock producers' use of radio in the Chicago Midwest. Black columns represent total mentions for each of 4 major stations; gray columns are number of "firsts" for each station.

WLS, the Prairie Farmer Station, 1230 Washington Blvd., Chicago 7, Illinois. 50,000 watts, 890 kilocycles, American affiliate. Represented nationally by John Blair & Company.

Advertisement

772,775 SEE WLS STARS IN 1949

First in Midwest Entertainment

The friendly acceptance WLS programs receive in the multi-million family homes of the Chicago Midwest is based on service, family entertainment—and on the feeling of *personal friendship* established by the WLS entertainers who travel half a million miles to appear before three-fourths of a million people in a single year.

This is just one of the plus features working for every WLS advertiser to bring acceptance of his sales message over the neighborly clear channel station noted for—

Packed tent for one of the three daily shows put on by the WLS Buccaneers at Illinois State Fair

- ★ **Largest entertainment staff traveling the Chicago Midwest**
- ★ **Special shows 3-times daily at three State Fairs**
- ★ **A million letters a year for 20 years**
- ★ **Live stock market reports that are first choice with 77% of live stock producers**
- ★ **42 Dinner Bell remote broadcasts during 1949**
- ★ **Friendly, widely-known announcers**
- ★ **Its own classroom program and its own staff pastor**
- ★ **Two packed houses every Saturday night in Chicago for the WLS National Barn Dance**

WLS—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO MIDWEST

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

A-TISKET, A-TASKET, WHAT'S IN THIS LITTLE BASKETT (Ky.)?

Sorry, but we can't tell you *what's* in Baskett (Ky.)! At WAVE we don't put any of our eggs in Baskett, and we certainly don't recommend it for any of *your* eggs, either!

For you as for us, Kentucky has only *one* best package—the Louisville Retail Trading Area. Its 27 Kentucky and Indiana counties do almost as much business as all the rest of the State *combined* . . . and families living here average 40% higher Effective Buying Income than folks out in the handicraftin' parts of the State!

That's the story in a bundle, Gents. Why don't you sack Baskett, and *wrap up this market with WAVE?*

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Feature of the Week

THERE are flexibility and sales in the business triangle of radio, the retailer and the advertiser. WJR Detroit, which calls itself the city's Goodwill Station, has plotted the graph with a promotional campaign that pays off in plaudits on its goodwill register.

By cooperation with a grocer's trade journal, *Grocer's Spotlight*, WJR reports it is attaining remarkable success with its promotional program, *Grocery Grag-Bag*. For the public, the show entertains and provides service. For the retailer, it provides an opportunity to become a city-wide personality as a businessman. And to radio, the program promotes products of advertisers who are its commercial life-blood.

The show has a quiz format and is broadcast each week from a grocery store chosen from listeners' nominations. Selection is based on outstanding jobs done for both the community and the store's customers. The grocer, or store manager, is cited as "Grocer of the Week."

One of the heaviest trade and public responses in the city's history was recorded by WJR following the initial broadcast on Jan. 14. It brought 380 letters and calls

Mr. Gamble (l) salutes a "Grocer of the Week."

* * *

commenting on the broadcast. They came from listeners, grocers and wholesalers. Listeners wrote giving their choice for future programs; grocers asked that their stores be chosen as the next site for program origination, and food industry representatives called to ask that their products be included in programming.

Particular appeal to the food and

(Continued on page 66)

On All Accounts

IF YOU SHOULD chance to see Bob Livingston of WBBM Chicago loitering around a paddock, don't jump to the conclusion he's a horse player. Bob is a horse *fancier*.

The sales manager of Columbia's key midwest station was scarcely out of his teens—only a dozen years ago—when his Morgan filly, "Black Satin," won a grand championship at the Illinois State Fair.

Bob knows his odds too. He got his first job at WBBM by playing percentages. It was New Year's week of 1946 when he wandered into the office of station representative Howard Wilson in Chicago. The manager, Sil Aston (now general manager of WAIT Chicago), tossed him an issue of BROADCASTING, while he was warming his toes, and Bob opened it to a column featuring the biography of WBBM Sales Manager Ernie Shomo.

BOB

Bob noted that Mr. Shomo, who has since been named general manager at KMOX St. Louis, acquired his first sales job at WBBM after only one call. The decisiveness of the station's action prompted Bob to make his next move in that direction.

Seven interviews and two weeks later, Bob went to work for WBBM. Within a year he sold such programs as Elgin American's *Wayne King Show*, which signalled that company's entry into radio; Canfield Ginger Ale's *Party Time*, a Saturday nighter; Cory Corp. three quarter-hours weekly; and the first participations ever purchased by Jay's Potato Chips. By February 1947 he was moved to New York as WBBM's eastern representative, remaining there until he succeeded Mr. Shomo as WBBM sales manager last October.

Christened Robert James Livingston, Bob was born in Washington, D. C. July 4, 1917. His father, George, was chief of the U. S. Bureau of Markets at the time, but soon moved the family to Minneapolis where, at the request of milling interests, he founded Livingston's Economic Service. Bob attended grade school in the Twin Cities and went two years to Shattuck Military Academy, Faribault, Minn. In his junior year, the family moved to a 420-acre farm near Champaign, Ill., and his father began commuting between Champaign and Chicago, where he headquartered as

(Continued on page 32)

YOU MIGHT LAND A 12′ 8″ BLACK MARLIN*—

BUT . . .

YOU WON'T NET MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There are three sound reasons why WKZO and WJEF consistently come up with the best radio advertising results in Western Michigan:

(1) **They have more urban listeners.** These two CBS outlets get the highest Hoopers in their home cities. WKZO gets a whopping big 59.5% Share of Audience in Kalamazoo, and WJEF heads the list in Grand Rapids with 26.5% (Total Rated Periods, Nov.-Dec. '49).

(2) **They have more rural listeners.** BMB figures prove that *outside* urban limits, WKZO and WJEF get the largest "circulation" throughout the town, village and farm areas of Western Michigan.

(3) **They cost less per listener.** In delivering about 54.5% *more listeners* than the next-best two-station choice in the area, this strong combination *costs about 20% less!*

For all the proof of WKZO-WJEF's outstanding superiority in Western Michigan, write to us or ask Avery-Knodel, Inc!

**In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

First
in Dollar Value
in
NASHVILLE
Because
WKDA
Delivers
the
Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE MONTHS: July-August, 1949
Total Coincidental Calls—This Period - 15,115

INDEX		"A"	"B"	"C"	"D"	
WKDA	HOMES USING SETS	31.1	21.5	18.6	15.5	11.5
Total Rated Time Periods		21.9				

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

WKDA
MUSIC · SPORTS · NEWS

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JANUARY 1-7, 1950
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			(4,046)	(10.3)	(+0.4)
1	1	Lux Radio Theatre (CBS)	9,035	23.0	0.0
2	2	Jack Benny (CBS)	8,642	22.0	+0.3
3	13	Mystery Theatre (CBS)	7,424	18.9	+3.7
4	4	Godfrey's Talent Scouts (CBS)	7,188	18.3	—1.5
5	5	Charlie McCarthy (CBS)	6,992	17.8	—0.9
6	7	Amos 'n' Andy (CBS)	6,953	17.7	+0.3
7	3	Fibber McGee & Molly (NBC)	6,913	17.6	—2.4
8	6	My Friend Irma (CBS)	6,874	17.5	—0.6
9	10	Bing Crosby (CBS)	6,717	17.1	+1.6
10	16	Mr. Chameleon ((CBS)	6,678	17.0	+2.1
11	29	Crime Photographer (CBS)	6,599	16.8	+4.0
12	17	People Are Funny (NBC)	6,481	16.5	+2.1
13	20	Mr. Keen (CBS)	6,285	16.0	+2.0
14	30	Hallmark Playhouse (CBS)	6,285	16.0	+3.3
15	25	Suspense (CBS)	6,246	15.9	+2.2
16	12	Bob Hope (NBC)	6,246	15.9	+0.6
17	26	Mr. District Attorney (NBC)	6,206	15.8	+2.3
18	23	Dr. Christian (CBS)	6,167	15.7	+2.0
19	33	Judy Canova (NBC)	6,167	15.7	+3.3
20	38	Big Story (NBC)	6,128	15.6	+3.6
EVENING, MULTI-WEEKLY (Average for All Programs)			(2,710)	(6.9)	(—0.1)
1	1	Beulah (CBS)	5,617	14.3	+1.2
2		Counter-Spy (ABC)	4,792	12.2	
3	3	Lone Ranger (ABC)	4,753	12.1	+1.7
WEEKDAY (Average for All Programs)			(2,553)	(6.5)	(+0.5)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	4,792	12.2	+0.4
2	4	Romance of Helen Trent (CBS)	4,557	11.6	+2.4
3	10	Young Widder Brown (NBC)	4,085	10.4	+2.0
4	9	Wendy Warren (CBS)	4,085	10.4	+2.0
5	11	Aunt Jenny (CBS)	4,046	10.3	+1.9
6	6	Backstage Wife (NBC)	3,967	10.1	+1.2
7	3	Right to Happiness (NBC)	3,928	10.0	+0.7
8	15	Our Gal, Sunday, CBS)	3,928	10.0	+2.0
9	2	Arthur Godfrey (Nabisco) (CBS)	3,889	9.9	+0.2
10	7	Stella Dallas (NBC)	3,889	9.9	+1.2
11	5	Pepper Young's Family (NBC)	3,771	9.6	+0.6
12	20	Lorenzo Jones (NBC)	3,575	9.1	+1.8
13	8	Arthur Godfrey (Goldseal) (CBS)	3,535	9.0	+0.4
14	13	Road of Life (NBC)	3,457	8.8	+0.5
15	19	Rosemary (CBS)	3,457	8.8	+1.3
DAY, SATURDAY (Average for All Programs)			(2,396)	(6.1)	(—0.6)
1	1	Armstrong Theatre (CBS)	4,989	12.7	+0.5
2	3	Stars Over Hollywood (CBS)	4,674	11.9	+0.5
3	2	Grand Central Station (CBS)	4,596	11.7	0.0
DAY, SUNDAY (Average for All Programs)			(1,493)	(3.8)	(—0.7)
1	1	True Detective Mysteries (MBS)	4,360	11.1	—2.9
2	2	Shadow (MBS)	4,203	10.7	—1.8
3	3	Martin Kane, Private Eye (MBS)	3,496	8.9	—1.9

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

CAB SESSION

Annual Meet Opens March 27

SELLING has been selected as the main topic of discussion in tentative plans for the annual meeting of the Canadian Assn. of Broadcasters, March 27-30, at General Brock Hotel, Niagara Falls, Ont. The agenda, approved at a CAB board meeting at Toronto Feb. 9, starts with a pre-meeting directors' session March 26 at Niagara Falls.

Highlights of the four-day session will be presentation of the All-Radio Presentation film, "Lightning That Talks," by Maurice B. Mitchell, director of Broadcast Advertising Bureau, and a television forum conducted by Sam Cuff, president, Retailers' Television Film Service, New York.

Opening day's program will include a closed business session and committee meetings, the latter scheduled for each morning throughout the session. On Tuesday, the noon luncheon will be addressed by Don Henshaw, account executive of McLaren Adv. Co., Toronto. Wednesday afternoon session will be a TV forum, followed by idea and information forums with panels of Canadian broadcasters to answer questions gathered from the entire Canadian broadcasting industry.

Also on the program are bus tours Tuesday and Wednesday to WBEN-TV Buffalo.

RELIEF SERIES

Stress Protestant Work

The transcribed series *Operations, Good Samaritan*, is being made available to stations by Church World Service to tell the story of united Protestant relief efforts for the "One Great Hour of Sharing" program to be observed in U. S. churches on March 12.

One of the series, comprising six 15-minute transcriptions, is an interview between Albert Crews of the Protestant Radio Commission and a displaced person brought to this country by Church World Service, overseas relief agency for major Protestant denominations. Mr. Crews formerly was with NBC and served as General McArthur's chief of radio before joining the Protestant Radio Commission.

On All Accounts

(Continued from page 30)

executive vice president of the Millers' National Federation.

Before and after classes at Champaign High School, Bob learned farming—especially the breeding of pure-bred Morgan horses. In addition to taking state fair prizes with "Black Satin," he made a hobby of showing other Morgans at fairs.

Bob studied agriculture at the U. of Illinois and Ohio State U., choosing the latter because it was his father's alma mater. He left before graduating, however, to become associated with the Vidya Research Corp., Camden, N. J. Experiments in the molding and laminating of plastics prepared Bob for a war-time venture as one of the founders of Fulton Molded Products Co., Hartford City, Ind. The firm handled subcontract work on Curtiss C-76 airplanes during the early years of the war, and did experimental work for Wright Field and the Naval aircraft factory.

Bob entered the service in 1943 and while stationed with the Army Air Force at Gulfport Field, Miss. first scouted the possibility of a career in radio. Released from service due to a physical disability in January 1944, he joined the local sales staff of WDZ Tuscola, Ill. He was named sales manager eight months later, and the following year made the jump to WBBM.

Bob and Patricia Callaghan of Chicago, a former member of the WBBM staff, were married July 5, 1947. They live on Chicago's Lake Shore Drive with their daughter, Susan, aged 11 months.

While in New York, Bob lives on the Sound in Greenwich, Conn. and spent most of his leisure time on their boat, "Hiatus," fishing for weakfish or just loafing. Back in the midwest, Bob has resumed his first sports-love, fresh water fishing.

WBAP TOUR

So. American Cattle Study

UNDER sponsorship of WBAP Fort Worth, 21 Texas cattlemen and their wives left on a 21-day South American tour Feb. 11 to see how livestock is raised in the lower half of the hemisphere.

Traveling by Pan American Airways, the party is headed by Layne Beaty, WBAP farm editor. The Texans are scheduled to visit Lima, Santiago, Buenos Aires, Montevideo, Sao Paulo, Ureba (Brazil), Rio de Janeiro, and San Juan, Puerto Rico, inspecting ranches nearby.

In reporting the trip for WBAP, Mr. Beaty is using a tape recorder en route for interviews and special broadcasts. These, as well as movies he is making for WBAP-TV are being flown back as the trip progresses.

"GUESS WE OUGHTA BUY 'EM BOTH, ELMIREY!"

WITH incomes far higher than the national average, our wealthy Red River hayseeds have all the dough they need for lux-your-rious living! *ARE YOU GETTING YOUR SHARE?*

There's a sure-fire way to sell our high-spendin' farmers. It's WDAY, Fargo. This remarkable station got the nation's *highest urban Hoopers* (for Total Rated Periods, Dec. '48—Apr. '49) and in addition, WDAY has a phenomenal *rural* coverage of the whole Red River Valley! Our wealthy hayseeds and "city-folk" not only listen to WDAY *about five times as much* as to any other station; they also *buy the products they hear advertised over WDAY!*

Write to us or ask Free & Peters for all the facts about this fabulous station! You'll be amazed!

WDAY

FARGO, N. D. NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

HOOPER Asks Standards for Audience Research

TO HELP advertisers, agencies and broadcasters deal with the problem of evaluating the postwar multiplication of audience measurement services for radio and television and the even more difficult problem of financing this multiplicity of services, C. E. Hooper, president, C. E. Hooper Inc., has asked the AAAA, ANA and NAB to establish standards for both procedures and prices of such research.

In an open letter to Paul B. West, ANA president; Frederic R. Gamble, AAAA president, and Justin Miller, NAB president, released for publication today (Feb. 20), Mr. Hooper proposes that these three trade associations examine the research procedures of all audience measurement services "with an eye to issuing a validation, or the opposite, of the basic soundness of these procedures."

He further suggests that the associations also examine "the pattern of subscription" cost of each measurement firm and finally to examine the "justification" for any experimental projects these organizations may undertake.

Following Mr. Hooper's address last month before the New York Radio & Television Research Council [BROADCASTING, Jan. 16], his letter contains a vigorous attack upon the "unadjusted diary and aided recall methods" being used in radio and TV audience studies, particularly at the local level. Such methods not only develop "substantially inflated" audience figures, but also endanger the present buyer-seller relationship and "lay the whole field of broadcasting wide open to attack from competing media," Mr. Hooper declares.

Letter follows in full text:

This is an open letter addressed to the president of the ANA, the president of the NAB and the president of the AAAA. I choose to make it an "open" letter because the constitutions of the three associations may not provide for any official action being taken on this subject. The mere fact of throwing the subject open may create the opportunity for constructive "unofficial" action.

In years past, the membership of your association was burdened financially, and dealings were confused, by *duplication* in radio audience measurements. These problems were resolved by the wind-up of the Cooperative Analysis of Broadcasting. Today the problem is *multiplication* of radio and TV audience services both local and network, resulting in *multiplication* of subscription cost and *multiplication* of staff in subscriber offices to analyze and chart the contents.

Those individuals in the offices of networks, stations, agencies and advertisers who are not responsible for finances may hold that "there is a place for every one of these services." This view is not held by the treasurers and owners of these organizations. Furthermore, if this trend is allowed to continue, the inevitable effect on the measurement can only be ultimate lowering of standards, limitation of service or financial ruin for the measurers.

Network TV and both local radio and local TV have spawned a crop of audience surveys the findings of which are based on a variety of unadjusted "diary" and "aided recall" methods. Both methods develop audience figures (1) which are *substantially inflated* as compared with the actual size of the audiences, (2) which, if accepted as a basis for transactions, can upset the equilibrium existing between buyer and seller in the entire area of cost and price relationships, (3) which lay the whole field of broadcasting wide open to attack from competing media.

Furthermore, many of these new reports, by using "aided recall" are introducing every distortion traceable to the frailty of the human memory (in even more exaggerated form than did the CAB "recall"). The "recall" method was judged and found wanting by the advertising association representatives "officially" in the early forties.

Advertising agencies as well as radio and TV stations are currently being "needled" into buying services, certain of which they don't need and don't want. Advertisers (who in many instances don't buy the services direct) are insisting or implying that material from "all services" be applied by agencies, stations or networks servicing their accounts.

By contrast, Colgate-Palmolive-Peet has informed its agencies that it has complete confidence in their respective abilities to judge the merits of research techniques and in their willingness to equip themselves with the necessary facts. Colgate has implemented this attitude by withholding all suggestions or comments regarding subscription to additional

(Continued on page 43)

CHANGE of ownership and call letters of WJBS DeLand, Fla. [BROADCASTING, Feb. 13], is celebrated by this trio. Mayor Charles E. Tribble (center) looks on as J. Ollie Edmunds (l), president of John B. Stetson U., new owner, is congratulated by Lyle Van Valkenburg of New York, who relinquished ownership of the station, formerly WDLF. Affiliated with MBS, WJBS is on 1490 kc with 250 kw.

Alaska's
Two Great Stations

KFAR - Fairbanks
10,000 watts—660 kc

and

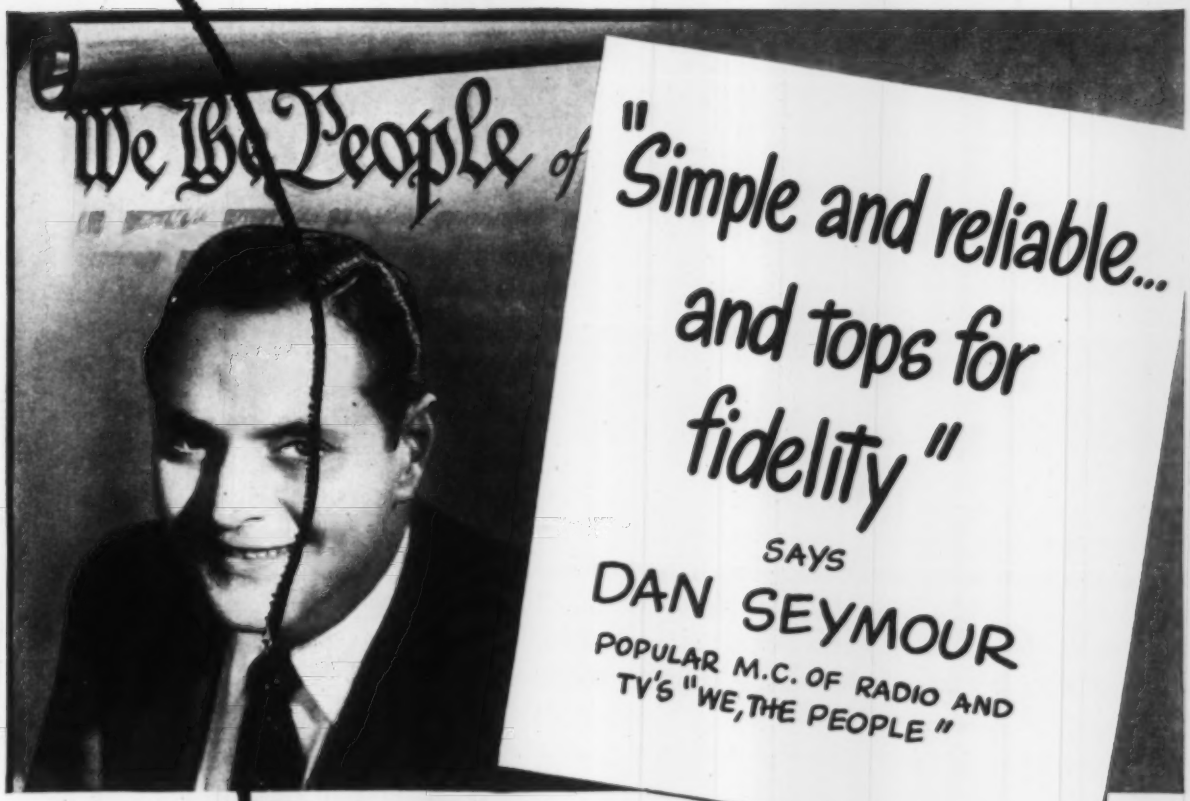
KENI - Anchorage
5,000 watts—550 kc

Proudly Announce Affiliation with
THE NATIONAL BROADCASTING COMPANY
Effective Immediately

NBC advertisers may now use the facilities of Alaska's two great stations—KFAR and KENI—to bring their programs to Alaska's two greatest markets—Anchorage and Fairbanks. Ask NBC's sales department for details, or ask your nearest Adam Young office.

KFAR FAIRBANKS — **KENI** ANCHORAGE
AFFILIATES

Represented by Adam J. Young, Jr., Inc.
G. A. Wellington,—Nat'l Adv. Mgr.
822 White Bldg.,
Seattle 1, Washington



NEW PRESTO

PT-900 PORTABLE TAPE RECORDER

Here's the answer for delayed special-events broadcasts—on-the-spot recording—wherever there is a need for field recording of complete broadcast quality. Look at these outstanding engineering features:

Separate recording and playback heads, each with its own associated amplifier, permit monitoring direct from tape. High fidelity unit—50 to 15,000 CPS at 15" per second tape speed. 3 microphone channels with master gain control in recording amplifier. V.U. meter to indicate recording level, playback output level, bias current and erase current, and level for telephone line. 2-speed single motor drive system.

Don't choose your tape recorder until you see the *new* Presto Portable Tape Recorder. Write for complete details today.

PRESTO
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: Walter P. Downs, Ltd., Dominion Sq. Bldg., Montreal
Export: The M. Simons & Son Co., Inc., 25 Warren St., N.Y. Cable Address: "Simontrice" New York

WORLD'S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Medical Sponsorship Was Taboo Until . . .

Along Came the 'California Caravan'

By DAVE GLICKMAN

MANY people were dubious 4½ years ago when diminutive Lou Holzer, vice president in charge of radio and television for Lockwood-Shackelford Co. Inc., Los Angeles agency, set out to conquer what then was considered radio's biggest bugaboo—medical sponsorship. He was determined to have the California Medical Assn., San Francisco, as an agency client.

"Impossible!" shouted the skeptics. The chorus that echoed that sentiment was equally as loud. After all, wasn't there an unwritten law among the medics that made it unethical for them to promote their personal services through the medium of any kind of advertising? Hadn't most air-time advertising experts long considered it a fruitless effort to invade the field of scalpels and stethoscopes with so much as salable spots?

But today the story is quite different. Even the skeptics are smiling with the hustling Lou Holzer. The doubting Thomas chorus is taking some of the bows as if the idea was theirs. It is all because Mr. Holzer's personally created and produced weekly 30-minute *California Caravan* on 14 California Don Lee-Mutual stations, Sunday, 3-3:30 p.m. (PST) now in its fourth year under sponsorship of California Medical Assn., goes merrily along piling up memberships for the organization's California Physicians Service. In fact membership has more than tripled since the program started back in the summer of 1946.

The weekly *California Caravan* —a documentary series, dramatizing little known, entertaining and interesting facts about the history of California—has done and continues to do a job.

This has been attested to by present and past officers of California Medical Assn. Further proof is the fact that the weekly *California Caravan* recently was renewed for another 52 weeks on the 14 California Don Lee-Mutual stations.

"Radio is a vital medium in the year-in, year-out task of maintaining effective public relations with the people of California," said Dr. R. Stanley Kneeshaw of San Jose, president of CMA, in lauding acceptance being created by *California Caravan.*

"The tremendous job of informing and educating the public on benefits of voluntary health coverage is being ably done through intelligent use of our regional network programming," he continued. "The doctors of California will continue to work for the improvement of medical care and radio will assist in carrying the story to the 10 million people of this state."

Membership Drive

Dr. E. Vincent Askey, eminent Los Angeles physician and past president of CMA, declared: "I am convinced that our state-wide program over Don Lee Broadcasting System has contributed greatly in building the present membership in California Physicians Service to over 900,000."

But things were different in the early days before California Medical Assn. started advertising. It was early 1946. World War II, as everybody knows, had caused changes everywhere. Even the doctors found themselves confronted with a new era. Such things as food shortages, meat problems and the like, had created a new and serious threat to national health. Then too there was talk of socialized medicine.

Although the CMA's voluntary prepaid health care program—California Physicians Service—had been in force since 1939, not enough people knew about it.

Here is where Mr. Holzer got his assignment to follow through on the medics. He knew about this voluntary health service. He talked to officers of CMA and to many of its 10,000 member doctors. They indicated an interest in promoting California Physicians Service through radio. But *how* was the question.

Lou Holzer proceeded to search for the answer as to what kind of a radio program could best reach the people with dignified messages about benefits of prepaid voluntary medical insurance offered through California Physicians Service.

"The program we needed had to have 'class' and at the same time appeal to listeners in all walks of life," Mr. Holzer said. "Cost of such a campaign was also an important factor. The budget was limited.

"We knew that a giveaway program wasn't dignified enough for such a profession. Musical? It was considered, but that sort of show reaches a particular type of listener only. So we tossed that one aside too.

"An educational approach seemed to be our best bet; educational, yet entertaining. It had to be 'different'; something 'new.' This gave us our start. At least we had an idea to work from."

It soon impressed Mr. Holzer that perhaps a series of stories about California, done in "caravan" style might be the answer. He figured that there must be a stock of unlimited, colorful and true stories about California; stories which would be thoroughly entertaining and enjoyable to listeners if dramatized properly.

A meticulous search of libraries, Chambers of Commerce, maps, news data, and other sources surprised even Mr. Holzer. He found a wealth of material that could be dramatized; material which could be packed with humor, adventure, romance and mystery. Most important however, was that the material was adaptable in accordance with the dignified standards of the proposed medical sponsorship. It had 'sales' possibilities too.

Wheels Start Turning

Writers were set to work. Auditions were held. Rehearsals followed.

It was on June 15, 1946, that Mr. Holzer directed his first *California Caravan* program on 17 California Don Lee-Mutual stations for California Medical Assn. It was a 15-minute documentary, taking over the Saturday, 9:15 p.m. spot on the regional network.

Doctors who witnessed the broadcast were unanimous in their approval of this first production. Others who "listened in" congratu-

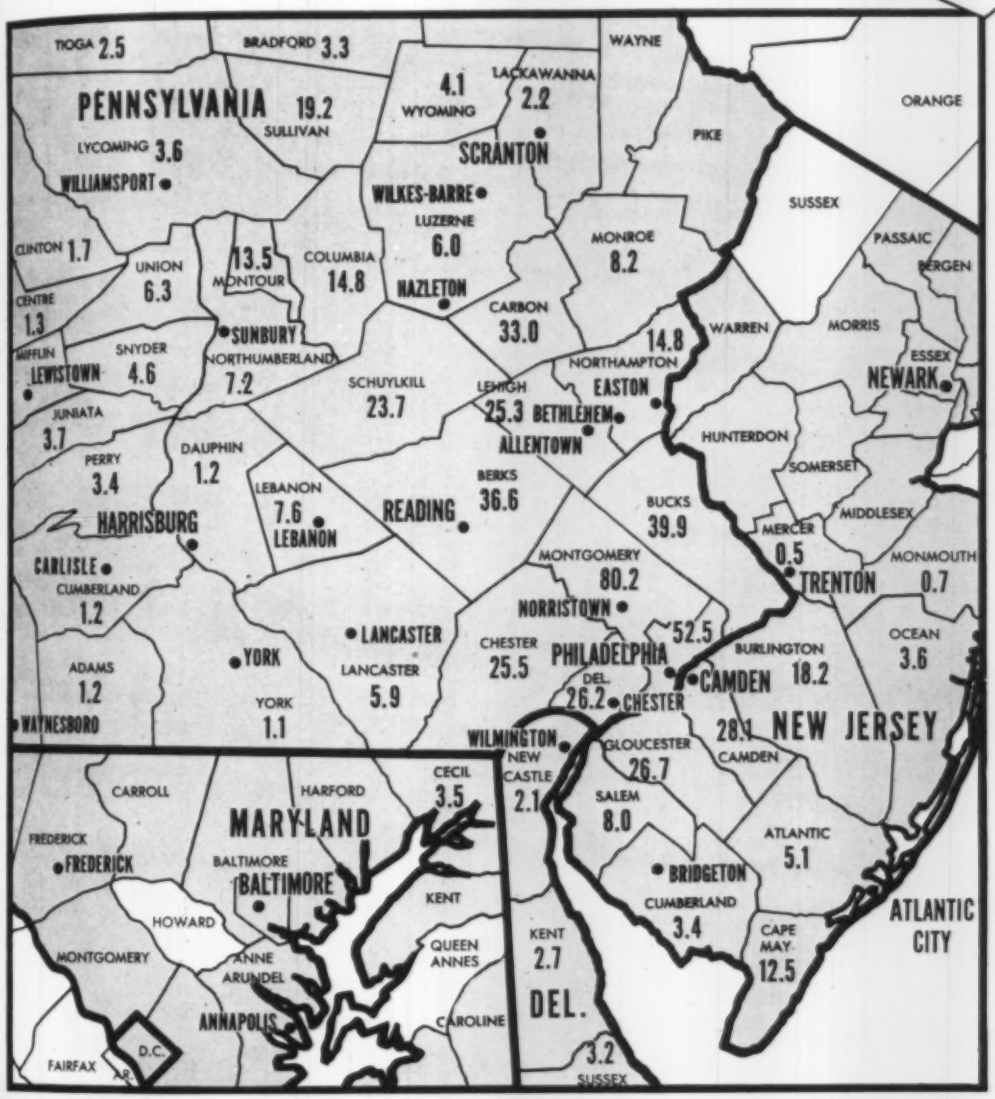
(Continued on page 47)

* * *

IN SMILING mood is the cast of *California Caravan* at broadcast time. Receiving last minute instructions from Lou Holzer (in shirt sleeves), producer-director, are (l to r): John Dehner, Bob Purcell, Michael Hayes, Anne Gwynne and Fort Pearson. Milton Charles is organist.

APPROVING backstage onlookers at a *California Caravan* broadcast are (l to r): M. W. Shackelford, president, and Russell N. Lockwood, secretary of Lockwood-Shackelford Co. Inc., Los Angeles agency servicing the California Medical Assn. account.

COVERAGE.. PROVED BY 56,000-PIECE SAMPLE OF KYW's AUDIENCE MAIL!



Mail received from all shaded counties. Each county figure represents number of letters per thousand radio homes.

KYW

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

This "mail map" tells a happy story of intense penetration.. intimate audience-appeal.. and *sharply expanded coverage* in the heart of the rich Middle Atlantic market! • Not all of these 56,000 pieces, however, came from the counties shown. Many came from a "bonus area" outside the map, including 326 communities in 33 states. • If you're not already using KYW's supercharged sales-power, get the details now. Check KYW or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

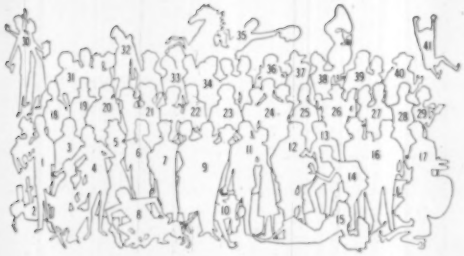
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

This is CBS...the Columbia Broadcasting System

... where night after night the greatest stars in radio
deliver to advertisers the largest audiences
at the lowest cost of any major advertising medium.

XUM



1. The Edgar Bergen—Charlie McCarthy Show
2. Inner Sanctum
3. Beulah (Hattie McDaniel)
4. Lux Radio Theatre (William Keighley)
5. My Friend Irma (Marie Wilson)
6. The Bing Crosby Show
7. You Bet Your Life (Groucho Marx)
8. Mr. Keen, Tracer of Lost Persons (B. Kilpack)
9. Jack Benny (Mary Livingstone, Rochester)
10. Mystery Theatre (Alfred Shirley)
11. The Burns and Allen Show
12. Lowell Thomas
13. Edward R. Murrow with the News
14. Eric Sevareid and the News
15. Meet Corliss Archer (Janet Waldo)
16. Amos 'n' Andy
17. Arthur Godfrey's Talent Scouts
18. Carnation Contented Hour (Ted Dale)
19. Suspense
20. The Bob Hawk Show
21. Dr. Christian (Jean Hersholt)
22. Mr. and Mrs. North (Alice Frost, J. Curtin)
23. The Goldbergs (Gertrude Berg)
24. The Jack Smith-Dinah Shore-Margaret Whiting Show
25. Hallmark Playhouse (James Hilton)
26. Crime Photographer (Staats Cotsworth)
27. My Favorite Husband (Lucille Ball)
28. Skippy Hollywood Theater
29. Leave It To Joan (Joan Davis)
30. Our Miss Brooks (Eve Arden)
31. Dick Haymes' Club 15 starring Andrews Sisters, Evelyn Knight
32. Gangbusters
33. The Vaughn Monroe Show
34. Family Hour of Stars (Kirk Douglas, Jane Wyman, Dana Andrews, Loretta Young, Irene Dunne)
35. The Gene Autry Show
36. Mr. Chameleon (Karl Swenson)
37. F.B.I. in Peace and War (M. Blaine)
38. The Horace Heidt Show
39. Sing It Again (Dan Seymour)
40. Life With Luigi (J. Carrol Naish)
41. The Red Skelton Show

XUM

Editorial

NAB: Present & Future

NO MATTER how you look at it, the NAB is in the throes of one of its periodic upheavals. Conflicting forces within radio have precipitated unrest in the trade association at more or less frequent intervals. This time there has been the added ingredient of evident dissatisfaction with management.

The NAB board, at its meeting in Arizona earlier this month, took measures to stem the tide of declining income resulting from resignations and at the same time to provide for a more efficient and more spirited operation in Washington. It handed to President Justin Miller extremely broad powers to hire and fire. It authorized appointment of a general manager who would be anchored to Washington, leaving Judge Miller free to handle the higher level operations on the Washington scene and in the field. And it authorized the appointment, under the general manager, of a field man whose job it is to solicit new membership and handle "station relations" with present members.

At first blush, the appointment of a general manager would appear to be a return to the structure which obtained prior to last July when the board abolished the post of executive vice president, then held by A. D. (Jess) Willard. But the Structure Committee, headed by Clair R. McCollough, president of the Steinman stations, emphasizes there is an important difference. The new general manager will function in Washington at all times. He will do no barnstorming. He will watch the NAB's dollars, the supply of which has been declining to the point of an unfavorable balance as between income and overhead.

Certainly the new procedure is worth trying. It would be tragic if the NAB were undermined financially to the point where it could not perform its job of fighting radio's battles on a constantly expanding number of fronts.

Judge Miller asked for and received practically unlimited authority. He wanted and has been given operations assistance. He must now stand or fall on his ability to direct both the policy and business aspects of this $800,000-a-year organization.

The task becomes more difficult because the 27-man board next April loses at least eight of its most influential and experienced members. These are men like Mr. McCollough, Campbell Arnoux, Hugh Terry, Dick Shafto, Howard Lane, Hank Slavick, Mike Hanna, and Everett Dillard. With one exception they could not succeed themselves because of the change in association by-laws. They have been among the most conscientious members of the board, and they well deserved the tribute paid them by their fellow members at the Arizona meeting.

An outside audit is to be made to see precisely where the NAB stands. The preliminary check indicated the association has liquid assets that soon could be eaten up at the present rate of overhead and membership revenue.

In the interim, we cannot advocate too strongly that active and associate members alike retain their composure and their memberships. The NAB is bigger than any one man or any one segment of radio and TV. It is the one united group that stands between the dignity of the most powerful of all media and those elements, both government and private, that would destroy radio's freedom and independence.

P. I. Plunder

ONE OF THE most amazing phenomena of the postwar era is the consistent demand for radio sets and combinations, despite the TV sellout wherein supply does not meet demand. The pace is at about 10 million radios per year—which compares favorably with the prewar demand when there was practically no television circulation.

This continued demand for radios is being put to effective use in the drive for more business, largely through the inspired efforts of the Broadcast Advertising Bureau. Broadcasters have overcome their jitters.

Yet radio continues to be sold short. The worst blights are from within the medium itself. P. I. business and cut-throat selling without regard to the rate-card are doing more to undermine confidence in radio than the thrusts of the competitive media.

The boldest move yet toward rooting out of these iniquitous practices is being made by KRNT in Des Moines. This Cowles station is campaigning against such business in trade paper space. It states that it does not accept P. I.'s and that it refuses to enter into competition with any manufacturer or advertiser, or any dealers or agents representing them. It proclaims no rate cuts, or rate variations.

"We are not crusading for other stations to concur in our policy or principles," states Robert Dillon, KRNT manager. "But we do believe that the per-inquiry-rate plan is bad for the radio industry and if allowed to progress will have a serious effect on the medium's otherwise bright future."

Other-than-rate-card business exists only because there are stations which will accept it. Radio is enough of a bargain-buy today. It doesn't have to demean itself by resorting to unethical practices.

Dollarvision

COMR. E. M. WEBSTER, of the FCC, is not rash by habit or inclination. Thus it is doubly important not to skip lightly over his sharp dissent in the Phonevision case [TELECASTING, Feb. 13].

His colleagues felt that Zenith, without prior hearings, should be allowed to go ahead with a 90-day, $400,000-plus test of Phonevision, the Zenith system of subscription, or dollar-in-the-slot, television. Mr. Webster objected stoutly and lucidly.

It would be hard to question Comr. Webster's assertion that subscription television would be a "momentous change" in the American concept of broadcasting. The Commissioner says:

. . . Since the beginning of broadcasting in the U.S. in the early 1920's, broadcast reception has been a free service to the listener. The 80 million radio and television set owners in the U.S. have had to pay no fee, either to the broadcaster or to the licensing authority, for the privilege of listening to or viewing programs. . . . This American system of broadcasting has been held up to the entire world with justifiable pride as the ideal in broadcasting. It has been widely proclaimed as the "American way."

To our mind there is grave doubt that such a pay-as-you-see system can be classified as "broadcasting," any more than Subscription Radio. Certainly it does not meet the traditional definition of the word. Comr. Webster thinks it more akin to the Fixed Services.

Subscription radio of any sort represents a reversal of the accepted concept of free broadcasting service. And it seems quite reasonable, as Comr. Webster noted, that Congress might want to reconsider the non-common carrier status of radio if it includes Phonevision.

Our Respects To—

JAMES MARSHALL GAINES

PROBABLY the biggest man ever to come out of Saxe, Va. (pop. 125, including men, women and children), is James Marshall Gaines.

Undeniably Mr. Gaines is a man of imposing stature, however you look at him. Not only is he one of the three top operations chiefs of NBC, he also stands six feet, two inches high and weighs—well, enough to discourage anyone from taking him lightly.

As director of owned-and-operated stations—one of the three operational units into which NBC was recently split—Mr. Gaines has in his command 16 stations, four of them television, six AM and the other six FM. The fact that a big share of the network's profits comes from the owned-and-operated AM stations does nothing to detract from Mr. Gaines' weight around NBC.

James Gaines' present circumstances in the urbane elegance of NBC's New York headquarters are as far removed from his origin as, say, Radio City from a southern tobacco patch. Indeed that is the exact course he has followed.

He was born May 8, 1911, on a tobacco plantation in the village of Saxe, Charlotte County, Va. The plantation was owned by his father's family, and young James arrived while his mother and father were in temporary residence there during the father's recuperation from an illness.

When Mr. Gaines was a year old, his father was able to return to his business—a school of business—in Poughkeepsie, N. Y. A few years later the family moved to East Orange, N. J., where James Gaines grew up and attended school.

After graduating from high school he took a two-year course at a branch of his father's business school in New York, where he studied accounting, bookkeeping and other commercial arts which were to become so highly admired many years later in the reorganization plan of NBC.

Mr. Gaines' choice of business school subjects was extremely fortunate. It is coming in handy in the present adoption by all O & O stations of a cost accounting system which, to anyone of lesser educational resources than Mr. Gaines is a mystery and an ominous one at that.

Although upon completing his term at school he was formidably equipped with knowledge of the intricacies of business, Mr. Gaines was without specific ambitions. For a few years he changed from one job to another, including one post as floorwalker at Bamberger's store

(Continued on page 42)

HOW *can you find the most productive station?*

THAT'S EASY! Look for the major station that carries the most locally sponsored programs—you'll find the station that's getting results.

No one knows better than the local advertiser the importance of getting the most for his advertising dollar. He can't afford to advertise on a major station unless he does get results.

That's the reason you'll find more local advertisers consistently sponsoring more programs on WGN than any other Chicago major station.

It isn't enough that people listen—listeners have to ACT! WGN listeners do just that. That's why more local and spot advertisers make WGN their top choice in Chicago.

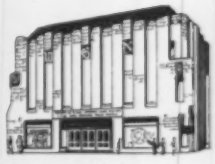
When you buy in Chicago... *buy the best*... WGN

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Management

DON RALPH, formerly of KGDM Stockton, Calif., and for past two years news editor and special events director of KCVR Lodi, Calif., appointed general manager of KCVR.

DR. AUGUSTIN FRIGON, general manager of Canadian Broadcasting Corp., is on sick leave, recovering from serious operation. **DONALD MANSON,** assistant general manager, is acting general manager.

KARL KOERPER, vice president and managing director of KMBC and KFRM Kansas City, Mo., named member of board of trustees of Wm. Allen White Foundation of U. of Kansas.

DONN TATUM, vice president and legal counsel, Don Lee Broadcasting System, named chairman of radio committee for Red Cross Fund Drive.

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, appointed head of radio division on publicity committeee for annual Cancer Drive of Philadelphia Chapter, American Cancer Society.

Respects

(Continued from page 40)

in Newark, N. J., another in the offices of Hearn's Department Store in New York, and another as assistant to the general manager of the Automobile Merchants Assn. of New York.

It was from the automobile association that he moved into radio. As assistant to the general manager of the association, Mr. Gaines was assisting in the staging of the annual New York Automobile Show. In those days WINS New York used to schedule broadcasts direct from the show, featuring interviews with motor executives.

In the 1937 show, one such interview was scheduled with the late Walter P. Chrysler Sr., and at the last moment no professional writer was available to create Mr. Chrysler's script. Mr. Gaines, whose literary experience until then had not been more ramified than the writing of business letters, volunteered to put words in the motor magnate's mouth.

Although theretofore untutored in writing skills, Mr. Gaines' script for Mr. Chrysler made a more lasting impression than do many radio scripts turned out by highly-paid writers. Nearly a year later Mr. Chrysler, recalling the performance of Mr. Gaines, recommended the youth for a job with Major Bowes, whom Mr. Chrysler was then sponsoring.

The Major hired Mr. Gaines as an advance man to conduct field operations in "Honor Cities" featured on the Major's *Amateur Hour*. It was the habit of the program to salute a different city each week, a tactic that succeeded in arousing great promotional and publicity clamor for the show.

Constant Travelers

Mr. Gaines, as advance man, roved the nation ceaselessly for more than four years, until he gloomily began to believe that all life was bounded on the one side by a railroad station and on the other by a hotel room.

Mr. Gaines was in a different city in a different state every week. In the course of his more than four years service with Major Bowes, Mr. Gaines visited more than 200 cities.

At the beginning of 1941, whatever itch had once been in Mr. Gaines' foot had long since turned to numbness. He was worse off than the man without a country; he was a man without even a town.

It was at this moment that James Gaines, during a pause between trains, spied in the Major's New York office a handsome girl, Eugenia Keller, who was in charge of auditions for the amateur show. As soon as his itinerary permitted, he married her.

Six months after the marriage, he quit Major Bowes and joined the station relations department of NBC. Last week, Mr. Gaines celebrated his eighth anniversary in the more sedentary service of NBC by preparing for a trip to inspect the network's properties on the West Coast.

On Jan. 1, 1944, Mr. Gaines was transferred to the advertising and promotion department of the network as assistant director. In October 1945 he became assistant to William S. Hedges, vice president in charge of planning and development.

One of the things that he and Mr. Hedges planned was the divorcement of programming of the network's New York outlet, WEAF (now WNBC), from the network's program department. Having helped plan the divorcement, Mr. Gaines was put in charge of its execution. In February of 1948, he became director of owned-and-operated stations and late that year was named, in addition to that duty, assistant to Harry C. Kopf, then administrative vice president in charge of sales.

Last month, he was appointed to head the owned-and-operated stations which, with the radio network and television network, comprise the three operating divisions of the reorganized NBC.

Mr. and Mrs. Gaines have three children, Richard, 7; Susan, 5, and Betsy, 2. They live in Port Washington, Long Island.

Mr. Gaines owns to no spare time activities save reading and ineffectual golf. Travel is not one of his hobbies. Last time he took a vacation, he stayed at home.

P&G PRODUCTIONS

Smith and Craig Appointed

TWO appointments in its television and radio divisions were announced last Wednesday (Feb. 15) by Procter & Gamble Productions Inc., Hollywood. The company stated

Mr. Craig

Mr Smith

that these changes were made because of the increasing interrelation between nighttime radio and television.

Gail Smith was named manager of television and nighttime radio production. He also will have responsibility for the company's programming in these fields. William F. Craig was appointed associate manager of TV and night radio production. Gilbert A. Ralston will continue as executive producer of television.

The company pointed out that management of its nighttime programming activities remains separate and distinct from the daytime operation which is headed by William M. Ramsey. His assistants will continue to be A. H. Morrison and R. E. Short.

CBS Players' entry, *The Key*, was named "most professional" among all plays entered by workshops of the four networks in first monthly competition of Associated Net-Workshops. Gus Bayz, CBS Hollywood soundman, was producer-director of radio play.

NCCJ AWARDS

NBC, CBS, ABC To Be Cited

NBC is slated to receive two of the four 1949 network awards announced last week by The National Conference of Christians and Jews. CBS and ABC also will be honored, along with individual stations, in presentations to be made this week.

NBC received the top NCCJ network award for its *Eternal Light* series. In the single program category NBC also was cited for its *Punishment Without Crime* program, aired as part of the network's *Living 1949* series. Also honored for single network programs were CBS for its *Neither Free Nor Equal* and ABC for *Someone You Know*. Individual station awards will go to WMAQ Chicago for its *Destination Freedom* and WBAL-AM-TV Baltimore for spot announcements stressing inter-group cooperation.

NCCJ extended a special award to CBS and *The Goldbergs* for "sympathetic radio-television treatment of a Jewish family." Elaine Carrington, radio writer, was singled out for a "personality" award for her *Pepper Young's Family*.

The eight awards, to be presented as part of Brotherhood Week, are in recognition of outstanding contributions the past year in promoting "understanding and respect" among different groups in American life, according to Dr. Everett R. Clinchy, NCCJ president, who made the announcement. Certificates of honor will be sent to the networks and stations and presented to the recipients on the programs.

MICHIGAN MEET

Conference Set for March 10

DESIGNED to promote cooperation among radio men, educators and community leaders, the fifth annual Michigan Radio Conference will be held Friday, March 10, in Michigan State College Union Bldg., East Lansing, according to Prof. Joe A. Callaway, conference director.

The "Discussion 66" technique, directed by its originator, J. Donald Phillips, has been selected to provide the method for exchange of ideas at the all-day session. Those attending will gather in groups of six to determine the major problems they want settled. Then a spokesman for each group will announce the questions. All this will precede the programs at which the speakers, having heard the problems, will attempt to incorporate the answers into their talks.

Speakers will include Dr. Lee Thurston, Michigan's state superintendent of public instruction; Prof. Garnet R. Garrison, Michigan U. Radio Dept., and Robert J. Coleman, director of WKAR East Lansing. The Michigan Assn. of Broadcasters also has been invited to participate.

97% DEPEND ON WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

See pages 28-29

Hooper

(Continued from page 34)

information sources. This had the desired effect in the offices of Colgate agencies, where there is no overexpansion of the research budget, no confusion, no harassment.

In this trying period of comparatively fixed and limited revenues to agencies, stations and networks (and rapidly increasing costs) I entreat you to apply the influence of your association to the solution of this industry-wide problem.

Further, I wish to suggest a pattern to follow in dealing with all the measurers. I also extend an invitation to take constructive action along the following lines:

(1) To examine the research procedures followed by ours and other organizations in the development of Broadcast Audience Measurements on Radio and Television, with an eye to issuing a validation, or the opposite, of the basic soundness of these procedures.

(2) To examine the pattern of subscription cost made by us, and others, to both "buyer" and "seller" subscriber to the reports, as well as the costs incurred in the preparation of the reports.

(3) To examine for "justification" each experimental project we, and others, have under way, with an eye to its valid place in the measurement pattern of the future.

Under the American system of broadcasting, the advertiser supports the medium. No substitute has been found for statistical representation, in the form of audience facts, to guide the buyer and seller to equitable meeting of the minds in broadcast advertising transactions. I believe the issues raised in this letter transcend in importance the selfish evaluation any single measurer may place on his own enterprise.

We are issuing this invitation in the same spirit which has prompted us to offer our wholehearted cooperation to industry leaders upon frequent occasions during industry crises in the past.

NEWS AWARDS

April Set by Calif. Club

FIRST annual awards for outstanding achievements in radio news during 1949 will be made by Radio News Club of Southern California in April. Al Gordon, club president, and news and special events director of KFWB Hollywood, said awards will be in five categories.

Plaques will be given for outstanding (1) news presentation on the air; (2) news commentary; (3) news writing; (4) on-the-spot coverage of a special event; (5) best sports program. Greater Los Angeles area stations only are eligible to participate.

Roberts Named

OSGOOD ROBERTS has been appointed acting director of the Defense Dept.'s office of public information. Mr. Roberts, deputy director of the department since last April, will replace William Frye, who has been granted leave of absence to undertake a special overseas assignment with the Defense Dept. The appointment was effective Saturday (Feb. 18). A permanent replacement will be made later, spokesmen said.

FREEDOM AWARDS

Given on West Coast

THREE West Coast broadcasters were recipients of regional awards presented last week by the Freedom Foundation for bringing about a better understanding of the American way of life. Awards were made Feb. 13 at Hollywood Adv. Club meeting.

Gold medallions went to Lewis Allen Weiss, chairman of the board of Don Lee Broadcasting System, for individual speeches and editorial material; Knox Manning, CBS West Coast commentator, for a radio open letter to Paul Robeson; Howard C. Conner, director of radio activities for Spiritual Mobilization, for program *The Freedom Story* on KMPC Hollywood.

Fourth award had been presented earlier to Reese H. Taylor, president of Union Oil Co., for a national advertising campaign explaining the American way of life. Mr. Taylor was m.c. at Feb. 13 session along with Art Baker, commentator. Don Belding, national president of Freedom Foundation and executive committee chairman of Foote, Cone & Belding, presided at meeting of which Ernest Belt, ad club president, was host.

News

PAUL SULLIVAN, in radio for 18 years, joins Intermountain Network to handle daily assignments at KALL Salt Lake City, key station of network. He began in 1931 with KMOX St. Louis, switched to WLW Cincinnati in 1934, and did 64-station series for CBS originating at WHAS Louisville from 1939 until 1942. He was with CBS New York and MBS until 1944, when he joined KROY Sacramento, Calif.

RANDY CLARKE joins WSIV Pekin, Ill., as head of news department.

BOB WOLFF, formerly sports broadcaster with WINX Washington, joins WWDC same city, as sports analyst and play-by-play announcer.

HARRISON DILLARD, Olympic track star, joins WERE Cleveland, as conductor of *Harrison Dillard on Sports* show. He will interview sports celebrities. Program is aired Wednesday, 10:15-10:30 p.m.

GEORGE W. WILSON, assistant Detroit Lions football coach, joins sports staff of WJBK-AM-TV Detroit.

PAUL LIGGETT, formerly of WJBC Bloomington, Ill., joins news staff of WHBF Rock Island, Ill.

WILLIAM H. RIDINGS, featured weekly on *Rod and Gun Club* show on WLAW Lawrence, Mass., awarded trophy by New England Outdoor Writers Assn. as "man who . . . did the most for conservation in New England in 1949."

ED CONKLIN, day news editor of CBS Hollywood news bureau, is the father of a girl, Laurel Ann.

KFVD Los Angeles has installed a new Raytheon (RA 5/10) transmitter at its Lynwood, Calif., site.

WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 15 evening top Hooper-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited

CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

PROPAGANDA NETWORK

Sen. Benton Cites Need for Radio Strength

PRESSING need for a vast radio propaganda network, "capable of laying a signal into every radio receiver in the world," was pointed up fortnight ago by Sen. William Benton (D-Conn.) in an address before the Connecticut Editorial Assn. at Waterbury, Conn.

Noting that the impact of U. S. radio abroad is only a fraction of its potential strength, Sen. Benton singled out U. S. relations with China, which has received billions of dollars in arms. "Would we not have been wise to have invested a few tens of millions in radio broadcasting and in motion pictures?", he inquired.

Gen. George Marshall, in an off-the-record address after his return from China in 1946, called for use of radio and motion pictures on a scale "hitherto undreamed of," the Senator pointed out.

Sen. Benton, onetime assistant secretary of state for public affairs and foremost advocate of increased Voice of America operations, observed that the U. S. Information Advisory Commission had criticized the State Dept. and the Budget Bureau for slashing overseas information funds. He pointed out that the U. S. spends less today on this program than Procter & Gamble spends in advertising its soaps.

Sen. Benton urged that the U. S. immediately set aside 1% of some $20 billions in defense funds for programs having a "direct and psychological impact" on world opinion and peace.

"Specifically, let us begin, immediately, to plan for a true world radio network, capable of laying a signal into every radio receiver in the world, even if it costs as much to build and operate as the battleship Missouri. . . . The American people are prepared and ready for such a program . . . ," he suggested.

MAJOR LEAGUE BASEBALL
Rings the Bell for
LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM
Dallas, Texas

MASTIC ACRES

Boosts Radio-TV Budget

SUBSTANTIAL part of the $200,000 advertising budget set by Mastic Acres Inc., for promotion of the 8,500 acre Long Island land development, will be allocated for radio and television, Walter T. Shirley, president of the realty firm, announced last week.

With its 1950 budget marking an all-time high for the firm, and mindful of successful use of radio-TV last year, Mastic Acres plans to expand its campaign, for the coming season, with stress on a heavy spot schedule and increased use of foreign language programs, according to Mr. Shirley. Details of this year's schedule have not been completed.

The realty firm last year utilized 30 quarter-hour periods on WVNJ Newark and foreign language programs on WOV and WHOM New York. In addition, it bought TV spots on WPIX (TV) New York. Flint Assoc., New York is the agency.

WHOM REQUESTS

Again Seeks Move to N. Y.

WHOM Jersey City, N. J., has filed for the second time its bid for FCC approval to move its main studio to New York, from where the majority of WHOM programs are originated [CLOSED CIRCUIT, Jan. 16].

The earlier application for the move was dropped by Generoso Pope, WHOM licensee and publisher of *Il Progresso Italiano Americana*, during negotiations for purchase of WINS New York from Crosley Broadcasting Corp. The WINS deal expired when Mr. Pope was unable to sell WHOM within the necessary time [BROADCASTING, Jan. 16]. Last summer FCC Hearing Examiner J. D. Bond in an initial decision ruled to deny WHOM's proposed move to New York [BROADCASTING, July 25, 1949].

CKNW New Westminster, B. C., opens new studios in New Westminster and Vancouver, and increases power to 1 kw on 1320 kc.

ED GARDNER

Again Denies Tax Evasion

ED GARDNER, "Archie" of NBC's *Duffy's Tavern*, told the Associated Press Feb. 9 that his contract with the Puerto Rican government calls for launching of a motion picture industry there before authorities will grant him any tax exemption on his radio and television properties.

Mr. Gardner again denied charges that he had moved origination of his weekly program to San Juan to evade income tax payments. With respect to local taxes, Mr. Gardner added that he is in the same tax status as other industries in San Juan where a 12-year tax "holiday" is in effect [BROADCASTING, Oct. 10, 1949].

Earlier, Thomas J. Lynch, U. S. counsel, told the House Ways & Means Committee, now studying ways to plug tax loopholes, that Mr. Gardner agreed to produce his radio and forthcoming television shows under a tax-free agreement. Mr. Gardner now lives in Puerto Rico, where his program is tape-recorded for sponsorship by Blatz Brewing Co. on NBC.

TEXAS AP GROUP

District Committee Named

TWELVE district committeemen of the Texas Associated Press Broadcasters Assn. for 1950 have been selected, according to Charles B. Jordan, vice president of KFJZ Fort Worth, association president.

The committeemen are:

District one: Jack Roberts, assistant manager and program director, KHUZ Borger, and Mike Carpenter, news director, KFDX Wichita Falls; District Two: Jack Wallace, manager, KBST Big Spring, and Robert Canavan, news editor, KROD El Paso; District Three: Raymond River, manager, KORC Mineral Wells, and Louis Pitchford, news director, KGAF Gainesville; District Four: Sid Pietzsch, news editor, WFAA Dallas, and Winston Ward, manager, KIMP Mount Pleasant; District Five: Corwin Riddell, news director, KTRH Houston, and Goodson McKee, staff announcer, WACO Waco; District Six: Glenn Krueger, news editor, KITE San Antonio, and Bob McDonald, news editor of KRGV Weslaco.

RICHARD HUDNUT

Cites Sales From Radio, TV

NEW RECORDS are being set for Richard Hudnut Home Permanent as a result of its advertising and sales drive.

"The first results of our 1950 campaign are beginning to come in," said Charles A. Pennock, president of the Richard Hudnut Sales Co., "and these results prove that todays market responds to aggressive promotion and advertising."

The firm is currently using Walter Winchell on ABC, in radio, and TV participation shows, *Cavalcade of Stars* and *Cavalcade of Bands* on the DuMont Network in 20 major cities, plus magazines, dealer aids, trade paper advertising and a publicity and promotional program. Kenyon & Eckhardt, New York, is advertising agency, handling the Winchell show.

Commercial

THOMAS L. DAVIS appointed commercial manager of WAAF Chicago, succeeding **BRADLEY R. EIDMANN**, who is placed in charge of sales for WAAF-AM-FM. He will be assisted by **HAROLD R. WETTERSTEN** and **BEN V. KIRK**. WAAF-FM will begin operation soon with **DEL HESTER**, program director for WAAF, supervising programming for both outlets.

PERRY WALDERS, commercial manager at WQQW-AM-FM Washington, resigns effective March 1 to take sales executive post with WTTG (TV) Washington. **VINCENT F. CALLAHAN**, WQQW promotion director and formerly with WRC and WMAL Washington, WBZ Boston and WWL New Orleans, named WQQW director of sales.

CONTINENTAL RADIO SALES, Philadelphia, appointed national representative for KJCK Junction City, Kan.

KENNETH J. ADAMS leaves KITO San Bernardino, Calif., to join KLAS Las Vegas, Nev., as account executive. **"WHEELS" ABBETT**, formerly commercial manager of KWTC Barstow, Calif., becomes account executive for KLAS Las Vegas, Nev.

RA-TEL REPRESENTATIVES appointed national representative for KROC Rochester, Minn.

BERNARD JAY SHAW and **HERMAN (Sonny) FIELDS** join sales staff of WAAT and WATV (TV) Newark, N. J. They are assigned to cover retail business in greater New York area.

SONJA COWGER, formerly with Young & Rubicam, San Francisco, joins sales department of KSFO and KPIX (TV), same city.

JACK MEDER, new to radio, joins sales staff of WIS-AM-FM Columbia, S. C.

LEE FONDREN, national sales manager of KLZ Denver, named head of Speaker's Bureau of Advertising Club of Denver.

CANADA RATINGS

U. S. Programs Top List

TEN programs originating in the United States topped in popularity the 39 network programs aired in Canada in January, according to Elliott-Haynes Ltd., Toronto. Programs and their ratings were: *Charlie McCarthy* 35, *Radio Theatre* 34.6, *Fibber McGee & Molly* 33.4, *Amos 'n' Andy* 32.8, *Our Miss Brooks* 27.8, *Bob Hope* 27.1, *Twenty Questions* 23, *My Friend Irma* 22.7, *Aldrich Family* 21.1, and *Mystery Theatre* 20.6.

The five leading daytime network shows in January were:

Big Sister 16.6, *Happy Gang* 16, *Road of Life* 15.5, *Pepper Young's Family* 15.4, and *Right to Happiness* 15.2. Out of 31 French-language network programs aired in January, leading five were *Un Homme et Son Peche* 39.7, *Radio Carabin* 32.1, *Raillement du Rire* 29.9, *Metropole* 29.8, and *Talents de Chez Nous* 26.6.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Intense Readership

EDITOR, BROADCASTING:

I've intended writing you before, thanking you for the fine story you gave me on *The Better Way* in BROADCASTING a month ago. But I've been on the move—learning every day what intense readership your magazine has. Over half the station owners and managers I talk to tell me: "Yes, I read about your series in BROADCASTING." This is truly remarkable, considering that my story was but one in your vast coverage. . . .

A. Maxwell Hage
366 Madison Ave
New York

* * *

Ads Get Results

EDITOR, BROADCASTING:

I just learned of another way to profitably use BROADCASTING. I read the ads. . . .

. . . A new account, a healthy one from a local hatchery, is now on our books because of three large ads in past issues of BROADCASTING. These ads (page 109, 4/11/49, pages 42 and 43, 5/23/49, and page 5, 6/27/49), showing how individual stations had sold baby chicks, with the obvious implication that they can sell many other products and services, proved to be the clincher in bringing a new advertiser to KIJV.

Ralph Doerr
KIJV Huron, S. D.

Laud 'Yearbook'

EDITOR, BROADCASTING:

I have received a copy of the 1950 YEARBOOK, and it looks like a humdinger. Congratulations to you and your staff. . . .

Robert K. Richards
Director of Public Affairs
NAB
Washington

* * *

EDITOR, BROADCASTING:

Your YEARBOOK looks bigger and better than ever. . . .

Marjorie Dorrance
French & Preston Inc. Adv.
New York

* * *

EDITOR, BROADCASTING:

I have just received the 1950 edition of the BROADCASTING YEARBOOK. . . . No other reference book has so much information so conveniently arranged and so readily available. . . .

Peter W. Swanson Jr.
U. of Alabama Radio Department
University, Ala.

'Must' in Industry

EDITOR, BROADCASTING:

Please add the attached list of 34 new names to your subscription list. . . .

I have always thought your publication a must in the industry—the attached names are names of students . . . in "Radio Advertising" and "Radio Station Management" courses of the Communication Arts Dept. at Seton Hall College . . .

Lew Arnold Jr.
Program Director
WSOU (FM) South Orange, N. J.
Seton Hall College

* * *

Will Buy FM

EDITOR, BROADCASTING:

May I take this opportunity to thank BROADCASTING for publication of my letter on sorry nighttime AM radio reception in the small town. Several . . . gentlemen . . . sent me helpful letters in reply. . . . All agreed on one thing. I better buy an FM radio receiver. . . . This I plan to do. . . .

Ed Galbreath
Radio Instructor
Statesville, N. C.

* * *

Thanks From London

EDITOR, BROADCASTING:

Thanks for everything during the 1950 March of Dimes campaign. . . .

Howard J. London
Dir., Radio, TV and Motion Pictures
Natl. Foundation for Infantile Paralysis
New York

* * *

Backs Clinic

EDITOR, BROADCASTING:

The wonderful cooperation which BROADCASTING provided in getting behind the TBA Clinic . . . was one of the big reasons for its success . . .

J. R. Poppele
President
TV Broadcasters Assn. Inc.
New York

* * *

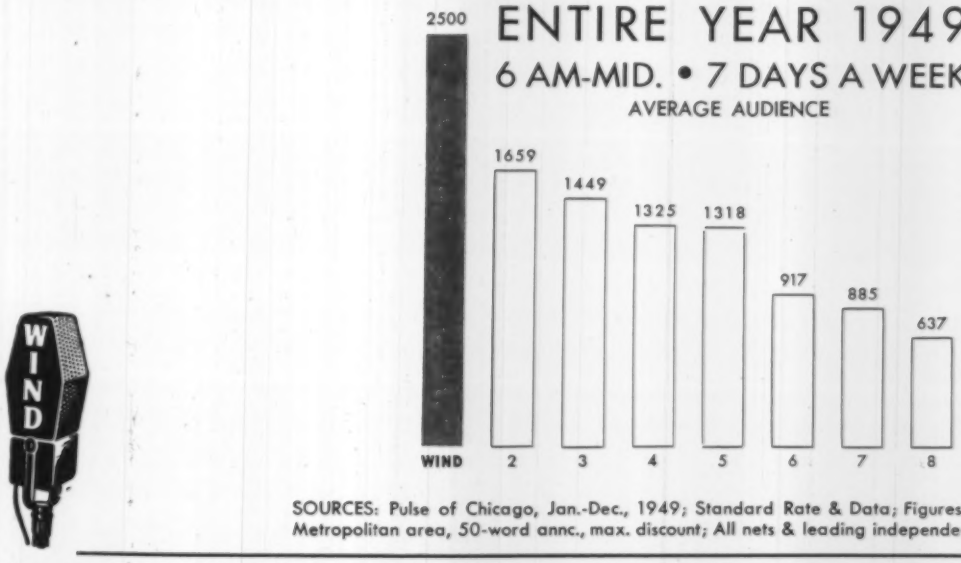
A Worthy Cause

EDITOR, BROADCASTING:

. . . Radio has its headaches, but I'll swap them for the headaches of retirement. . . . When it comes to handing out Do's and Don'ts, my doctors make the FCC look like a bunch of pikers. "Eat this,

(Continued on page 46)

W-I-N-D is FIRST
IN CHICAGO HOMES PER DOLLAR



SOURCES: Pulse of Chicago, Jan.-Dec., 1949; Standard Rate & Data; Figures based on Chicago Metropolitan area, 50-word annc., max. discount; All nets & leading independents included above.

560 KC-5000 WATTS • CHICAGO, ILLINOIS • 24 HOURS A DAY • KATZ AGENCY, INC., REPRESENTATIVES

LOU BRISSIE (seated), pitching ace of the Philadelphia Athletics, contracts to display his "air" delivery—a sports program over six stations, originating at WORD Spartanburg, S. C. Looking on are Al Willis (l), who works with Mr. Brissie on the program, and Walter Brown, WORD general manager.

GROUP at Jack Benny's luncheon meeting appearance before Radio Executives Club of New York includes (l to r): Albert Stevens, adv. mgr., American Tob. Co.; William S. Paley, CBS board chmn.; Mr. Benny; Arthur Pryor, v. p., BBDO; John Karol, CBS sales mgr.; Hubbell Robinson Jr., CBS v. p.

WWL New Orleans' Bill Dean (l) interviews J. M. Cahn, asst. national sales mgr., Philip Morris Co., sponsor of Horace Heidt's *The Door of Opportunity* heard Sunday nights over WWL-CBS.

WITH SPOT RADIO CLINIC's first lady guest, Mary Brown, adv. mgr., Grand Union Stores, are (l to r): Seated—F. Edward Spencer Jr., Hollingbery; T. F. Flanagan, NARSR; Robert Eastman, Blair; Arthur H. Sherin Jr., Avery-Knodel; standing—Thomas Campbell, Branham; Morris Kellner, Katz; William Michaels, Blair; John Tormay, Petry; Paul Weeks, Headley-Reed; Louis Moore, Meeker; Hugh Blaine, Free & Peters.

WHAS-TV Louisville receives exclusive rights to telecast wrestling matches promoted by Francis McDonogh (seated l). Looking on in approval are Victor A. Sholis (seated r), director of the WHAS station and (standing, l to r) Jimmy Finnegan, WHAS sports chief, and Sportscaster Phil Sutterfield.

NEW commercial for *This Is Bing Crosby* show, sponsored by Minute Maid fresh frozen orange juice, is polished by Bill Morrow (center), Bing's producer-writer; Ken Carpenter (r), announcer, and Betty Hamilton, Mr. Morrow's executive secretary. Approving is Hamilton Stone, Minute Maid's vice president.

Open Mike

(Continued from page 45)

don't eat that. Cut out smoking (which I enjoyed), but take two or three drinks every day (and me a teetotaler). . . .

But I have found other interests and activities that meet all the requirements of the MD's Blue Book. Back in Louisville I engaged in considerable public and social service work and one of my greatest interests was in the Louisville T. B. Assn. . . . I have transferred my activity to the local association. . . .

Now here is where it gets real intriguing, so hold your hat son. Santa Barbara County is just completing a new 150 bed, modern to the minute T. B. sanatorium which will be ready for occupancy in about 60 days. Over 100 patients will be moved in immediately from the present crowded and wholly undesirable and unfit building. But as is so often the case in modern day building, appropriations were inadequate to complete all plans and certain cuts were ordered on "Less-Essential Things." Among the "L-E-T's" is the radio communication system. Already completed is an auditorium for live shows and a small studio for amplifier, controls, turn tables, records and other necessary equipment. The entire wiring from these points to *every bed* is complete, but the outlets are covered with blank plates until . . .

To me radio is vitally important to those unfortunate people. . . .

I am going to complete this job if it is possible. Mr. Al Nicolay, chief engineer of KTMS, the *News Press* station, and some of his boys have agreed to install the equipment for me on their own time.

. . . I feel hopeful that in this great industry some operators or manufacturers will have obsolete or semi-obsolete equipment on their inventories that would be just what I need and at a price I can afford to pay. Nicolay can rebuild and adapt to our use anything in the general category of what we desire.

In general these are the items I need—amplifier, 2 speed turntable, pick-up arms and heads, radio tuner, mixer control, 150 head sets and a microphone. If by the Grace of God and the help of BROADCASTING I get this outfit to percolate, I'm going to call it WHAS Jr. . . . Of course all my friends will be designated as Honorary Uncles and Aunties on a beautiful scroll—can't you just see it now?

So if you have a dirty old turn table laying around or maybe some dirty old records—no not that—just let me know. . . . Even if you don't have what I'm looking for, write me and wish me luck. . . .

W. Lee Coulson
324 Arden Road
Santa Barbara, Calif.

[Editor's Note: Anyone have any equipment to help out a worthy cause?]

Describes Sports Show

EDITOR, BROADCASTING:

. . . I read BROADCASTING from cover to cover. . . . After getting a few hints on radio shows, I've decided to divulge my . . . six day a week sport show. . . .

The idea has been in use for . . . four years. Sponsored . . . by . . . Chas. D. Kaiers' Brewery. . . . Monday it's built around an open letter or *Sportitorial*. . . . Tuesday *Meet Mr. ?* , usually an outstanding sport celebrity. . . . Wednesday *Sports Quizzo*, with a run down of 'local' sports celebrities. . . . Allowing the audience to identify him by telephone. . . . Thursday the show is built around a favorite story . . . then Friday, a dramatic skit . . . five minutes in length. . . . Each evening, we turn the pages of the sports book. Until at the end, the book is closed "Until Tomorrow Night."

Ed Romance
Sports Director
WPPA Pottsville, Pa.

* * *

Cites Summary

EDITOR, BROADCASTING:

BROADCASTING'S "Weekly Television Summary" is one of the first items to which we turn each week. Thanks for striving to keep its figures as up-to-date as possible.

It would be not only helpful but interesting if from time to time a tabular report could be presented showing set totals by area—Far West, South, Midwest, etc. It would be useful, too, if you could show cities connected to a coaxial or microwave system and total sets therein, with separate listing of cities and number of sets not yet reached by a network system.

Congratulations on your comprehensive coverage. We are always looking for more and more news about West Coast broadcasting and telecasting.

Richard L. Bean
Manager, TV Section
Los Angeles Chamber of Commerce
Los Angeles

Tello-Test Adds 15

FIFTEEN more stations have bought *Tello-Test*, syndicated package of Radio Features Inc., Chicago, President Walter Schwimmer has announced. They are:

WIP Philadelphia; WJBK Detroit; KFH Wichita; WREN Topeka; KICM Mason City; KTTS Springfield, Mo.; WHBC Jackson, Miss.; WIRL Peoria; WMRC Greenville, S. C.; WSLS Roanoke, Va.; WDUZ Green Bay, Wis.; WLBZ Bangor, Me.; WHTN Huntington, W. Va.; WATN Watertown, N. Y., and WKNY Kingston, N. Y.

WASHINGTON branch of British Information Services opens new office at 901 National Press Bldg., Washington. Phone is still Executive 8525.

California Caravan

(Continued from page 36)

lated themselves and CMA on having a "find." They appreciated the way commercials were handled. Then, as now, they were short and to the point.

To demonstrate faith in prepaid health coverage, CMA employs institutional copy rather than California Physicians Service commercials on *California Caravan*. This policy has been adhered to almost from the initial broadcast.

This rather unusual procedure which has been devoted to a public information and public education technique has stimulated the growth of all voluntary plans, Mr. Holzer declares. "California Physicians Service is seldom mentioned in the *California Caravan* commercials. The California Medical Assn. has gone all out to make the people of California voluntary health conscious."

Almost immediately, following the initial broadcast, CPS membership started to build. One of radio's biggest bugaboos thus fell by the wayside. The medics agreed that perhaps this radio business wasn't so bad after all for selling their services.

A time shift occurred six months later, when the program on Dec. 27, 1946, took over the Friday, 8:45 p.m. spot on that same list of Don Lee stations. As result, new members joined the CPS.

Some 12 months later, on July 20, 1947, *California Caravan* was transferred to 11 ABC California stations, and expanded to a half hour afternoon session, Sunday, 1:30-2 p.m. California Medical Assn. continued as sponsor, and CPS membership continued to increase. ABC also carried the program as a public service feature on 11 additional Pacific Coast stations outside of California.

When an offer was made two years later to carry *California Caravan* sustaining as a public service feature on Mutual stations outside California nationally, the program made another change.

California Medical Assn. on July 31, 1949, shifted it back to Don Lee-Mutual, with sponsorship on 14 California stations, Sunday, 3-3:30 p.m. (PST), where it has been since.

Packaged by Lockwood-Shackelford Adv., with regular AFRA talent, there are no star names featured. It is virtually a stock company, most of the talent having been with *California Caravan* since its inception. Virginia Gregg and Michael Hayes, who do bit work in motion pictures, handle the leads each week. Other cast members include Anne Gwynne, Peggy Webber, Ruth Perrott, Marion Richman, Herb Vigran, Roscoe Ates, John Dehner, Bill Conrad, Ed Max, Robert Moody, Ken Christy, and Parley Baer.

Robert Purcell is narrator, with Fort Pearson announcer. Milton Charles is musical director and organist. Seldom is an orchestra used. Mr. Charles also writes all the original music for the weekly broadcast. Beth Barnes and Karl Schlichter collaborate as writers and have a staff of researchers constantly on the lookout for authentic but "unusual" material.

Talent Costs Increase

When the first program went on the air as a 15-minute unit, talent costs were around $600 per broadcast. Package price today for the half-hour regional show adds up to approximattely $1,000 per broadcast, according to Mr. Holzer.

Opposite such transcontinental network programs as CBS' *Prudential Family of Stars;* NBC's *Catholic Hour* and ABC's *Lutheran Hour*, rating-wise, *California Caravan* piles up sound Hoopers during its Sunday afternoon run. December 1949 Pacific Coast Hooperating gave it a 5.9.

Unprecedented success in the onetime dreaded field of sponsors has paid off handsomely and continues to do so in "sales" and prestige to both the sponsor and Lockwood-Shackelford Adv.

Discussing the role of radio in general and *California Caravan* in particular in molding the character of the juvenile listener, Mr. Holzer became the first non-member ever invited to address the Tenth Congressional District of the Parent-Teachers Assn. at the Los Angeles Board of Education.

The program has been endorsed by the Parent-Teachers Assn. as one of the most entertaining and educational programs on the air. Each month, *California Caravan* is listed as "recommended listening" in *Radioways Magazine*, published by the Los Angeles City Schools.

The 180,000 members of the Tenth District California Congress of PTA, largest organization of its kind in the world, presented Mr. Holzer with the first award in its 51 year old history on Jan. 25, 1948, during an ABC broadcast of that program.

Cites Family Interest

The document award reads "Los Angeles Tenth District California Congress of Parents and Teachers Inc., 1947 Radio Award for Outstanding Public Service to the Welfare of the Family. This Certificate is awarded to *California Caravan* selected as the outstanding documentary radio program series of interest to the entire family."

In addition, Mr. Holzer has lectured to various high school groups on behalf of this program and the sponsor. Copies of program scripts also have been sent to many schools at their request. Recordings too, have been dispensed in the same direction.

"We are gratified that our program has been honored by such groups," said Dr. Kneeshaw. "*California Caravan's* success in winning a place in the 'preferred program' listings of many state organizations is another source of great satisfaction to us. Since 1946 the California Physicians Service has more than trebled its membership and the growth of all voluntary health plans throughout the state has been stimulated to greater growth as a result."

Mr. Holzer sums it up as "merely another example of getting the right show for the right sponsor which always pays off in the long run."

MURDER TRIAL

Mid South Airs Case

"NOT in the last 20 years has there been a broadcast that brought such spontaneous reaction and interest from radio listeners." That is the comment by Bob McRaney, general manager of the Mid South Network, on the regional group's broadcast of a murder trial, direct from the court room in Columbus, Miss.

The trial involved H. W. McCown Sr., charged with murdering Henry Moore of Columbus. Obtaining permission from Circuit Judge John C. Greene, the Mid South Network set up microphones, telephones lines and tape recorders. The entire proceedings were tape recorded and played over WELO Tupelo, WCBI Columbus, WROB West Point, WNAG Grenada and WMOX Meridian. Arguments by the attorneys, witnesses and defendants' testimony, verdict of the jury and imposing of sentence by the judge were all covered. The jury's verdict also was carried live from the court room.

"Listener reaction has been terrific," Mr. McRaney said. He also reported that Judge Greene and District Attorney Jesse P. Stennis expressed their appreciation to the network for its handling of the broadcasts, claimed to be the first of its kind ever carried in Northeast Mississippi.

'Better Way' Adds 30

A. MAXWELL HAGE reports 30 more stations have signed for *The Better Way*, series of 52 half-hour scripts designed for local production of programs on the theme of maintaining the traditional system of free enterprise in business. Shows are designed primarily for sponsorship by local industries. Some 70 stations are now receiving the scripts. New subscribers:

WSGN Birmingham, WSPC Anniston, WMLS Sylacauga, WRFS Alexander City, all Alabama; WRBL Columbus, WMGR Bainbridge, WEOH Newnan, WBHB Fitzgerald, WGRA Cairo, WDWD Dawson, WGAC Augusta, WKEU Griffin, WBLJ Dalton, WNEX Macon, WGGA Gainesville, WFOM Marietta, WRGA Rome, all Georgia; WCSC Charleston, WCRS Greenwood, WKDK Newberry, WRNO Orangeburg, WANS Anderson, WFIG Sumter, WJMX Florence, all South Carolina; WGAI Elizabeth City, WMFD Wilmington, WGWR Asheboro, WABZ Albemarle, WEWO Laurinburg, WADE Wadesboro, all North Carolina; WDEF Chattanooga, Tenn.

LOBBYING CITED

'Essential,' Says Buchanan

LOBBYING is "essential"— in fact, most lobbyists perform a real service to employer groups and to Congress, Rep. Frank Buchanan (D-Pa.) has reminded his House colleagues.

Rep. Buchanan, chairman of the House Select Lobbying Committee now probing a host of activities, including those of representatives of radio networks, labor and industry groups, etc., pointed out that the Lobbying Law requires only that these activities be carried on "in the open."

In a report Feb. 6, Rep. Buchanan said "it is obvious that less than half of the approximately 2,000 registrants . . . have acknowledged engaging in actual lobbying activities . . ." during the last quarter of 1949.

Urging members of Congress to clip quarterly reports for future reference, Rep. Buchanan reported that some 490 "pressure groups" showed collection of $55 million and expenditures of $27,304,952.10 in the past three and a half years.

FULL coverage of Mardi Gras activities in New Orleans will be given by WWL that city.

The last WORD ...for results in SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

Promotion

SOUTHERN Coach Lines, Nashville, Tenn., is participating sponsor on *Woman's World*, over WLAC that city. Since results on show were good, SCL offered cover of its "Read as You Ride" publication to WLAC for promotion of *Woman's World*. Cover shows picture of woman sitting atop globe holding banner reading, "It's a Woman's World!" Smaller banner around bottom of globe gives time and station call letters. Poem written on globe gives format of show and information dispersed on show. Booklet is distributed to 35,000 bus passengers monthly.

Pages Promote

PROOF of its slogan, "Business Is Always Better in Washington, D. C.," is offered by WTOP that city in most recent promotion. List of major advertisers and agencies throughout country were sent 44 pages torn from Washington phone book which is that much larger than ever before. Letter from John S. Hayes, vice president of WTOP Inc., accompanied pages, and explained station's dominance in area. Letter concluded, "*Everything* is always better in Washington."

Mid-Century Airing

BOOKLET composed of round-table report on the mid-century by CBS world correspondents sent to trade and listeners by CBS. Pictures taken of men who participated while they were speaking, and informal shots taken after show are included, as well as complete copy of show. Additional pictures of world events discussed over program also appear. Discussion was aired New Year's Day.

Program Schedule

SECOND semester of educational programs presented by WCAE Pittsburgh in cooperation with public schools, Carnegie Library and Western Pa. Safety Council, has started over WCAE. Heralding this event, schedule of programs included in series has been incorporated into folder for distribution to public places of interest to children. Titles, times and brief explanatory dates, as well as ages of children to whom particular programs are beamed, are given. Back of folder carries information concerning other shows over WCAE not belonging to series which would prove of interest.

Rolling Sales

LARGE yellow, white and black card is most recent promotion sent to trade by KCKN Kansas City, Kan. Front shows two men, one labeled KCKN, the other, Network Station, rolling up long carpet marked "More Sales." Caption reads, "To roll up more sales of your product or service in Greater Kansas City . . ." inside continues, ". . . Hire KCKN as your 'Booster Station'." Buying power of residents of KCKN's coverage area is cited by county and important city.

KJBS Sponsors

WHEN archaic but colorful cable cars of San Francisco were threatened with extinction, various civic organizations undertook sponsorship of individual cars in effort to save them. Organization sponsoring car helps meet its financial deficit. KJBS San Francisco was one such organization. Its car was completely decorated with large replica of clock on front reading, "KJBS—1100 on your dial, Alarm Klok Klub." Top of car has long musical staff across which is written, "For music—KJBS —dial 1100." Additional smaller banners on top of car give call letters and dial position.

Electing Champion

PART played by KROC Rochester, Minn., in selecting amateur athlete of the year for its region explained in brochure sent to trade by KROC. Contest is sponsored by KROC and winner was awarded trip to Cotton Bowl festivities in Dallas, Tex.

New Tour

TOUR to places of interest in Missouri and Illinois being planned by Charles Stookey, farm editor of KXOK St. Louis, for 100 interested farmers and urbanites. Tour is fifth in series and has Springfield, Ill., as its destination.

Show Promotes Show

TO PROMOTE its *This Is Your FBI*, 8:30-9 p.m., Friday, ABC has started series of four special five-minute programs. Shows are aired on day before or day of *This Is Your FBI*, and feature J. Edgar Hoover, chief of FBI, as guest speaker. Shows also will feature prominent civic leader who deals with crime prevention in city of each station airing show. Equitable Life Assurance Society is sponsor.

Mail Pull Folder

FOLIO bulletin with picture of cow remarking, "What a Pull!" and farmer, labeled WEAU, saying, "This is No Bull!" has been sent to trade by WEAU Eau Claire, Wis. Inside of folder has cow's head poking around, saying, "Mail Pull that is. . . ." Remainder of bulletin depicts stacks of mail sent to station and claims pull of 8,229 pieces in one month from 48 counties in five states. Map of 35 Wisconsin counties with number of pieces received from that county enclosed, is drawn.

Individual Promotion

PROGRAM catalogs, typed and compiled separately for each prospect, sent to trade by KJR Seattle. Catalog takes form of loose-leaf book with separate sheets, each bearing title and format of different program available for sponsorship, enclosed. Station plans to keep book current by sending new sheets when different program needs sponsorship, and cancelling out those which have gained sponsors.

Tip to Children

CHILDREN watching TV shows in homes of friends and neighbors are given timely warning by WOR-TV New York. At 6:45 p.m., half-way mark of station's line-up of children's programs, following announcement is read, "Say kids, if you're watching television at a friend's house, make sure your mom knows where you are . . . call her . . . and ask her if it's okay for you to stay. . . ." Line up of upcoming programs is given.

D. J. Search

TWENTY-FOUR week contest, now in its sixth week, is underway in Portland, Ore., under sponsorship of KXL that city, to uncover best amateur disc jockey in area. Contestants are auditioned Monday evenings, with often as many as 40 appearing. Four are chosen to appear following Saturday, when three judges, prominent Portland citizens listening in their homes, and audience choose one winner. Winner competes against three new men following week. Amateurs must choose their own records, write their own commentary and include one public service spot.

Personnel

G. W. GIVENS, supervisor of farm broadcasting at WGY and WRGB (TV) Schenectady, N. Y., appointed supervisor of publicity and promotion for stations.

VERNON GIELOW, formerly with KROS Clinton, Iowa, appointed director of promotion for KJCK Junction City, Kan.

MERNA MADDUX, formerly with Biow Co., San Francisco, joins promotion department of KSFO and KPIX (TV), same city.

DEL GREENWOOD, promotion director for WGBF Evansville, Ind., named outstanding young man of 1949 by Evansville Jr. Chamber of Commerce.

SPECIAL events mobile unit of WTAG Worcester, Mass., taped first radio message of newly consecrated Bishop John J. Wright of Worcester diocese.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

HOUSE HEARINGS

Postponed to March 13

HEARINGS on major radio legislation, originally slated to get underway today (Monday), were postponed last week by the House Interstate Commerce communications subcommittee, which set March 13 as a new target date [CLOSED CIRCUIT, Feb. 13].

The postponement was dictated "solely" by the illness of Subcommittee Chairman George Sadowski (D-Mich.), who has been confined to bed in Detroit. Rep. Sadowski, reportedly progressing satisfactorily, is due back in Washington March 1, spokesmen said.

The delay will give the subcommittee more time to draw up its schedule of witnesses, spokesmen explained. List is expected to be available just prior to the hearings, which authorities believe will last anywhere from four to six weeks.

Testimony will be taken on the new Sadowski Bill (HR 6949), the Senate-approved FCC reorganizational measure authored by Sen. Ernest W. McFarland (D-Ariz.), and a proposal (HR 2410) by Rep. Harry Sheppard (D-Calif.) to divest networks and equipment manufacturers of ownership in stations.

The Sadowski Bill, introduced last month, would create a Frequency Control Board overlooking the allocation of frequencies as between government and commercial broadcast users and in part absorb some of the functions of FCC over which it would hold broad power; give FCC additional administrative sanctions over licensees and permittees; and render licensees immune from civil or criminal actions for libelous statements in political broadcasts [BROADCASTING, Jan. 30, 23].

OHIO U. AWARDS

Cite Educational Programs

SOME 300 entries have been submitted for the 14th American Exhibition of Educational Radio Programs, according to Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, sponsor of the annual exhibition. Award winners will be announced May 1.

Originating in 33 states, the District of Columbia, Hawaii and five Canadian provinces, the entries represent perhaps the most widespread participation in the history of the exhibit, Dr. Tyler said. Entries have been received from commercial radio stations, civic, religious and cultural organizations. The winning programs will be available for audition during the Institute for Education by Radio in Columbus, Ohio, May 4-7, Dr. Tyler said.

JOHN WILEY & Sons Inc., New York, distributing small booklet listing titles, summaries and prices of books on radio and electronics published by firm.

WWDC, WOL SHIFT

Mutual Goes to WEAM

SWITCH in ownership of WWDC and WOL Washington and move of MBS' Washington affiliation from WOL to suburban WEAM Arlington, Va., becomes effective today (Feb. 20), settling negotiations underway for some time [BROADCASTING, Feb. 6].

WWDC, owned by Capital Broadcasting Co., at 6 a.m. this morning was to commence broadcasting with the facilities of WOL (5 kw directional on 1260 kc) which it acquired from Cowles Broadcasting Co. WWDC also takes over the WOL offices and studios at 1627 K St. N.W. Simultaneously, Peoples Broadcasting Corp., subsidiary of the Farm Bureau Mutual Automobile Insurance Co. which operates WRFD Columbus, Ohio, takes over WWDC's old 1450 kc 250 w facilities at 1000 Connecticut Ave. N.W. Peoples Broadcasting will use WOL call.

WEAM, assigned 1390 kc with 5 kw directional, is owned by Harold H. Thoms, southeastern broadcaster. WWDC-WOL interchange was approved by FCC January 26. WWDC announced inaugural program is scheduled March 11 and is to include FCC Chairman Wayne Coy and other dignitaries.

In the changeover, WEAM has revamped its 19-hour schedule to accommodate Mutual programs while retaining the most popular of its local shows.

The top local programs are being kept intact although some are being trimmed in length, WEAM said. Plans are underway to open Washington studios and sales office while retaining the station's present facilities in Arlington.

WEAM took the air 2½ years ago as a 1 kw daytime outlet, increasing to 5 kw fulltime directional on 1390 kc last March.

Mexican Changes

CHANGE in status of several Mexican stations reported by FCC last week upon notification by Mexico according to provisions of the North American Regional Broadcasting Agreement now being renegotiated. XEKJ Acapulco, 250 w outlet on 1400 kc, May 5 is to switch to 1 kw fulltime on 600 kc at Class III-B station. XEYZ Aguascalientes, new station, March 1 is to commence on 1450 kc with 100 w fulltime. March 3 new outlet at Guadalajara is to begin on 1280 kc with 250 w. Call of XEAN has been assigned new 800 kc, 250 w outlet at Ocotlan, while XEFO Mexico City, 20 kw on 1110 kc, has changed call to XEQB.

MAGNAVOX Co. declares dividend of 25¢ per share on Class A cumulative convertible preference stock, payable March 1 to stockholders of record Feb. 15, 1950. Same dividend was declared on common stock payable on same date to stockholders of record Feb. 28, 1950.

New Business

(Continued from page 14)

four-hour Monday night all-film program on KECA-TV that city. Contract is for 52 weeks. Agency: Campbell-Ewald, Los Angeles.

BOND STORES, New York, appoints Grey Adv., New York, as agency.

Network Accounts • • •

GEORGE A. HORMEL & Co., through BBDO, renews for 52 weeks *Music With the Girls*, all-girl variety revue aired on 224 ABC stations, Sunday, 6:30-7 p.m. EST. Renewal is effective March 12. Currently on tour, program regularly visits hundreds of U. S. cities and towns each year.

ROSS FOOD Co., Los Angeles (Dr. Ross dog and cat food), March 2 starts for 52 weeks, *Clyde Beatty Show* on 45 Don Lee Pacific stations, Thurs., 8-8:30 p.m. PST. Agency: Rockett-Lauritzen, Los Angeles.

CANADIAN WESTINGHOUSE Co. Ltd., Hamilton, Ont. (electrical appliances and radio receivers), starts *Don Wright Chorus* from CFPL London, to 32 Dominion network stations, Sun. 10:30-11 p.m., for 13 weeks in spring and 26 weeks next fall and winter. This is first time Canadian Westinghouse has used network radio. Agency: Spence W. Caldwell Ltd., Toronto.

GENERAL FOODS Corp's *Hopalong Cassidy*, effective Feb. 26, moves to new time slot, 1-1:30 p.m. on Don Lee network. Agency: Young & Rubicam.

JOHN MORRELL & Co., Ottumwa, Iowa (Red Heart Dog Food), sponsoring weekly 15-minute NBC *Lassie Show*, terminates contract on May 27 after three years. Firm reportedly wanted longer show but lack of budget prevented expansion to 30 minutes. Agency: Henri, Hurst & McDonald, Chicago. **Frank Perrin** is packager.

INTERSTATE BAKERIES Corp., Los Angeles (Weber's Bread), through Dan B. Miner Co., that city, today. Feb. 20, renews for 52 weeks *Cisco Kid* on eight Don Lee network stations. Mon., Wed., Fri., 7:30-8 p.m. PST. Show is Frederic W. Ziv Co. package.

Adpeople • • •

DOUGLAS DAY resigns as executive vice president of Buchanan & Co. to assume newly-created post of director of advertising for Allen B. DuMont Labs. **HARRY GEYELIN** continues as advertising manager of receiver sales division.

J. E. KING named advertising and sales promotion manager of McColl-Frontenac Oil Co. Ltd., Montreal, Canadian affiliate of Texas Oil Co.

WIP'S FACENDA

Cited by Fourth Estate Club

NEWSCASTER John Facenda, of WIP Philadelphia, will receive an editorial award from the Fourth Estate Square Club of that city tomorrow (Feb. 21). This will mark the first time that the Masonic Order's newsmen's organization has honored radio on a par with newspapers in the Quaker City in its annual presentation.

Mr. Facenda

Departing from its usual procedure of making only one editorial award, the club will cite both Mr. Facenda and Vincent E. Clark, *Daily News* editorial writer, for their efforts during 1949 on behalf of a proposed City College. Benedict Gimbel Jr., WIP president and general manager, will accept a duplicate plaque which will be presented to the station. The award, given to the writer of the best editorial dealing with local affairs during the year, was presented to the *Inquirer* last year.

NBC's AM Business

A TOTAL of $8,575,000 in new business and renewals has been signed since Jan. 1 by NBC's radio network. Sponsors included Miles Laboratories Inc., Helbros Watch Co., RCA, Schlitz Brewing Co., Doubleday & Co., Lever Bros., Philip Morris, B. T. Babbitt Inc., Albers Milling Co., Bristol-Myers Co. and E. I. duPont de Nemours & Co.

OREGON MEET

Time Regulation Bill Opposed

LEGISLATION which would make it almost impossible for Oregon as a whole, or any city, to have daylight time was opposed at the Feb. 10-11 meeting of the Oregon State Broadcasters Assn., held on the campus of U. of Oregon, in Eugene.

The Oregon legislation (House 454) has been passed by the Assembly and goes to the people for vote in the November elections. Another resolution urged state broadcasters to ask their Congressmen to remove federal excise taxes as an "inequitable burden on the many afflicted areas of business."

Lee W. Jacobs, KBKR Baker, was re-elected president at the conclusion of the meeting. Other officers re-elected were H. J. Chandler, KFLW Klamath Falls, vice president, and the following directors: Frank H. Loggan, KBND Bend; Frank H. Coffin, KGW Portland; Mel Baldwin, KTIL Tillamook. Joe Schertler, KEX Portland, was elected secretary-treasurer, succeeding Ted W. Cooke, KOIN Portland.

Maurice B. Mitchell director of Broadcast Advertising Bureau, addressed a joint luncheon of the association and the Eugene Chamber of Commerce. The state association members were guests Feb. 10 at a luncheon of the Eugene Chamber of Commerce, and were guests Feb. 11 at a luncheon preceding dedication of new U. of Oregon buildings, one of which is devoted to radio. Dr. Harry K. Newburn, university president, was principal speaker at the ceremonies with Gov. Douglas McKay as guest of honor. Gov. McKay was speaker at the association's banquet, concluding the two-day meeting.

Myron Coy

MYRON COY, 34, formerly program director at WBYS Canton, Ill., died Feb. 7 in Beardstown, Ill. A resident of Beardstown, he also had served as an announcer and disc jockey at WLDS Jacksonville, Ill.; WCAZ Carthage, Ill., and KVER Albuquerque, N. M.

Production

MARK ROBERTS, formerly chief announcer at KAMQ Amarillo, Tex., becomes program director of KFDA same city.

THERON SHREVE joins WILS Lansing, Mich., as disc jockey. He was formerly with WEEL Battle Creek, Mich.; KDFN Casper, Wyo.; WSAM Saginaw, Mich., and WTAC Flint.

KARL BATES, formerly announcer at WOL Washington, joins announcing staff of WTOP same city.

DON HINE, KTSL (TV) Hollywood television producer and film manager, named production director of Don Lee television operation. He will act as liaison and coordinator between production and administration levels on all television programming.

BILL SEYMOUR transfers from WBBM Chicago production staff to announcing staff.

LOU HARRIS, former program director for WCNH Quincy, Fla., joins WTAL Tallahassee, as announcer.

PHILIP BOOTH, director of programs for KECA-TV Hollywood, named senior director for station. He is succeeded by **E. CARLTON WINCKLER,** production manager. **RICHARD J. GOGGIN,** senior director for station, granted six months leave of absence to complete book on television scheduled for publication this year.

Mr. Ted C. Fisher
Pedlar and Ryan, Inc.
New York City

Dear Ted:
You fellers is allus alookin' fer up an' comin' places ter do bizness, so I tho't I'd better bringya up ter date on th' home town uv WCHS. Noticed a clippin' in th' waste basket t'other day which sed thet Charleston, West Virginny, is one uv th' real bright spots in th' country. Why, Ted, thet clippin' sed that department store sales in Charleston wuz up seven percent in 1949 over th' year before! Now, y'mustn't fergit thet Charleston is th' center uv th' rich West Virginny industrial district, an' th' folks what spends this here money comes from all over. So effen yer wants ter git yer message ter th' folks what's aspendin' money in these parts, yuh kin reach 'em all over WCHS! Hit allus pays ter advertize, Ted, but hit pays better effen yer advertizes whur th' folks is aspendin' money!

Yrs.
Algy

WCHS
Charleston, W. Va.

JOHNNY LEE joins cast of CBS *Amos 'n' Andy* program as Lawyer Calhoun.

LOUISE ERICKSON, of ABC *A Date with Judy,* starts feature role in forthcoming Gloria Films, Hollywood, release "Three Husbands."

L. W. O'CONNELL, movie cameraman, and **DARRELL E. ROSS,** formerly with Don Lee television art staff, join staff of KECA-TV Hollywood; Mr. O'Connell as television production lighting supervisor; Mr. Ross as stage supervisor.

BILL KELSO joins KFVD Los Angeles as announcer. He succeeds **JAY ARLAN,** who resigned to join WMUU Greenville, S. C.

HOWARD DORSEY joins WGN Chicago announcing staff. He worked three years with Jungle Network and Radio Tokyo during the war.

EDGAR PIERCE, KFI-TV Los Angeles director, currently instructing classes in television at Occidental College, that city.

PEDRO VAZQUEZ, sports commentator, signed for series of daily broadcasts over WAPA San Juan, P. R. Sponsor is Gillette Safety Razor Co.

WALTER DUNDON named manager of CBS Hollywood mimeograph department.

CARY ROBARDS joins WSIV Pekin, Ill., as organist and pianist.

ELI BREGMAN resigns as newswriter of CBS Hollywood news bureau to attend U. of California at Los Angeles.

JERRY STRONG, formerly with WJEJ Hagerstown, Md., joins WRC Washington, as disc jockey. He also is morning man on WINX Washington.

JEAN SULLIVAN of KFI Los Angeles continuity acceptance department, and Joseph Felldin, business executive, have announced their marriage.

FORREST L. BACON, engineer at WHBF Rock Island, Ill., is the father of a boy.

HARVEY O'CONNOR, ABC Hollywood engineer, and **MARY POWERS** of ABC Western Division engineers office, were married Feb. 7.

BOB CRAWFORD joins staff of WBAP Fort Worth, Tex. He entered radio in early '30s at KMBC Kansas City. He conducts *Bob Crawford Calls,* musical show, at 5:30-5:45 p.m. Mon.-Fri., on WBAP.

KENNY McMANUS, director of Columbia Pacific Network *Meet The Missus* show, and Shirley Johnson, actress, have announced their marriage.

DAVID STARLING, announcer of KFI Los Angeles, is the father of a girl, Nancy Ann.

JOHN GAUNT, KNBH (TV) director, is the father of a girl, Elizabeth.

TR OPPOSITION

Riders Assn. Asks FCC To Ban Transitcasts

TRANSIT Riders' Assn., opponents of radio-equipped vehicles in Washington D. C., promised last week to take recourse to the courts in view of the decision Wednesday by the Public Utilities Commission refusing appeals for a rehearing made by several anti-bus radio groups.

The PUC, in effect reaffirmed its earlier decision that transit radio is not "inconsistent with public convenience, comfort and safety" by denying the appeals of TRA; the National Citizens' Committee Against Forced Reading and Forced Listening; local attorneys, Guy Martin and Franklyn Pollak, other individuals and civic groups.

The Commission said that while it had given "careful consideration" to the briefs filed by opponents, in the light of previous testimony at public hearings and the PUC's subsequent findings, it found its original decision supported. In the face of this setback to its battle against transit radio, Claude N. Palmer, president of TRA, declared that the issue now would be taken to the courts.

Charging that the PUC had "brushed aside all contentions as to the legality of inflicting radio advertising and other programs on a captive audience," Mr. Palmer said it "walked around the question (of whether) forced listening was legal or moral." He added, "in fact, it (PUC) had never said that 'buscasting' is or is not 'forced listening'. . . ."

Requests to FCC

Meanwhile Transit Riders Assn., which fortnight ago filed suit in Federal District Court seeking a ban on all transit broadcasts [BROADCASTING, Feb. 13], asked FCC to investigate the problem and "take appropriate means" to prohibit transitcasts. TRA also demanded that FCC deny or terminate licenses of stations which "engage in this abuse of the broadcasting privilege."

The American Civil Liberties Union, announcing its opposition to such broadcasts, called on the Public Utilities Commission to grant the union opportunity to file a legal brief looking toward reconsideration of PUC's decision approving transit radio operation in the District of Columbia. Any ban on such broadcasts would not violate free speech, ACLU declared.

The TRA petition, filed by R. A. Seelig, association vice president, and sent to FCC Chairman Wayne Coy, embodied a resolution which noted that radio-equipped vehicles had spread to "more than a score of cities" and that FCC "is the only agency which has direct jurisdiction over the conduct of radio stations." It characterized musically soothed rides as a concept of "capturing" an audience and "forcing it to submit to hearing a flood of propaganda . . . foreign to our free way of life. . . ."

Question Under Study

At week's end FCC had issued no formal comment, but the Commission staff is known to have been studying the question for several months [CLOSED CIRCUIT, Jan. 23]. Basis of the study is whether transit radio constitutes "broadcasting" in the strict sense.

Copies of the TRA petition also were sent to Sen. Matthew M. Neely (D-W. Va.), chairman of the Senate District of Columbia Committee.

In its bill of complaint filed in the U. S. court in Washington, the riders' association seeks an injunction against Capital Transit Co. to bar operation of transitcasts furnished by WWDC-FM, holder of Transit Radio Inc.'s Washington franchise.

The ACLU petition, filed by Counsel Herbert Levy with PUC Chairman James Flanagan, acknowledged that the right "not to listen" is "not absolute" and added that "due regard to both rights does not permit complete prohibition but only their regulation."

FCC also has before it a petition similar to the one filed by TRA last week. The Washington attorneys, Franklin Pollak and Guy Martin, have asked the Commission to rule that transitcasts violate Commission rules and regulations; to initiate a policy of license revocation where necessary; to take no final action meanwhile on license, renewal and permittee bids; and to furnish TRA attorneys with copies of the contract between Washington Transit Radio Inc. and WWDC-FM (Capital Broadcasting Co.).

McCullough, Eitel Cited

JACK McCULLOUGH and Bill Eitel, manufacturers of transmitting type vacuum tubes and capacitors, have received the Navy's highest civilian honor, the Distinguished Service Award, for contributions to the Navy research and development program. The award was presented Feb. 13 by Capt. F. R. Furth, director of the Naval Research Laboratory, Washington. The ceremony was held at Eitel-McCullough Inc., San Bruno, Calif.

KLZ Denver cited by Colorado Assn. of Soil Conservation Districts for "valuable contribution and unfailing interest in the promotion of the soil conservation program."

WICH Norwich, Conn., honored by American Legion, Robert O. Fletcher Post, No. 4, at public testimonial dinner, for its cooperation in recent polio drive.

ANNUAL Radio Writers Guild cocktail party will be held at Astor Roof, New York, Feb. 24, beginning at 4:30 p.m.

Pabst Blue Ribbon

(Continued from page 23)

Extract Co., Chicago, was purchased in 1930.

In November 1932, Premier Malt Products Co., Peoria, Ill. voted to merge with the Pabst Corp. The name was changed to Premier-Pabst, and Harris Perlstein, head of Premier, became president, the position he holds today.

Five years after repeal, the name of Premier-Pabst was changed back to Pabst Brewing Co., and Fred Pabst became chairman of the board. According to the book, *The Pabst Brewing Company*, recently published as the first volume in its Business History Series by New York U., "the joining of the chief malt products firm (Premier) with the greatest beer producer (Pabst), in order to provide additional resources for expansion, may seem so obvious a business arrangement as to require little explanation, but personal factors working in reverse fashion have often prevented just such logical steps. The personality of Fred Pabst leads one to believe that had he not liked Perlstein as a man, nothing on earth would have persuaded him to merge the business."

Harris Perlstein graduated as a chemical engineer from Chicago's Armour Institute in 1914 and was a practicing chemical engineer for 10 years before entering the administrative side of business. He is a director of the United States Brewers Foundation; a member of the Board of Public Welfare Commissioners, State of Illinois; a director of the Illinois Manufacturers Assn., and a member of the board of trustees of Illinois Institute of Technology, successor to Armour Institute. He is president of the Los Angeles Brewing Co., and a director of the Hoffman Beverage Co., Newark, both wholly-owned Pabst subsidiaries.

Pabst, with its main brewery in Milwaukee and modern auxiliary plants in Peoria and Newark claims to be in a better position than ever to compete for the national market.

"And we feel we have the edge over our competitors by being the only brewing organization in America to use coast-to-coast radio and network television," as Nate Perlstein puts it.

FLASHBACKS into the radio album of Pabst reveal such stellar stars as the late Ben Bernie (l), the cigar-smoking, violin-playing 'Old Maestro'; Groucho Marx (center), a stogie chewer himself who might not classify his fiddling as the musical type; and Eddie Cantor.

* * *

WMOR CHANGE

To Elect New Board Chairman

WMOR (FM) Chicago will elect a new board chairman within two weeks to replace Dario L. Toffenetti Sr., Chicago and New York restaurant owner, who resigned a fortnight ago. He left the job, which he held since October, after a board meeting at which directors voted away his powers of authority by a 7 to 2 margin. They charged Mr. Toffenetti with "interference and censorship" in programming and station policy.

Although he has withdrawn from active support of the station, Mr. Toffenetti retains 27% stock in Metropolitan Radio Corp. of Chicago Inc., in which he is the largest single stockholder. No person or group has controlling interest.

About 25% of the station's revenue has been withdrawn by Mr. Toffenetti, according to President Bernard I. Miller, acting board chairman. The time includes a daily strip, *Breakfast at Toffenetti's*, and a heavy spot schedule. More than 10 local accounts, however, have been added since Jan. 1, Mr. Miller said. Rudolph Cole and David McHale were added to the sales staff last week to promote additional accounts.

WMOR broadcasts from 8:15 to midnight six days weekly and 1 p.m. to midnight on Sundays. The station services Jewel Food Stores in the area with in-store broadcasts.

Union Oil Spots

UNION OIL CO. Los Angeles, through Foote, Cone & Belding, Hollywood, will expend approximately $200,000 for a 52-week spot radio campaign that started Feb. 15 on 45 stations in 26 Pacific Coast and Intermountain Network stations. Approximately eight to ten chainbreaks weekly will be used in each market during that period.

JOINING lineup of ABC programs is *Melody Rendezvous*, Saturday, 6:45-7:15 p.m., originating at WCAE Pittsburgh.

WOL
1450 KC.
WOL-FM 98.7mc

PEOPLES BROADCASTING CORPORATION, WASHINGTON 6, D. C.
1000 CONNECTICUT AVENUE - METROPOLITAN 0010

An Open Letter to Radio Advertisers

Why We Bought 1450

1. 1450 has an established 9-year record. WOL call letters have a 27-year tradition as "The Voice of Washington."
2. As many push-buttons are set to 1450 as any other D. C. station, and more than most of the newer fringe stations.
3. 1450 is a good frequency:
   (a) CBS is to the right—NBC and ABC are to the left.
   (b) It would take 3,000 watts of power—a two-tower directional antenna to duplicate the present 1450 booster coverage.
4. 1450 is a Washington, D.C. station—not a perimeter station.
5. 1450 has a 9-year listener habit:
   (a) Pulse has consistently rated 1450 3rd in listener popularity.
   (b) 1450 has had good operation under Ben Strouse.
6. 1450 has been among the top Washington stations in business volume.
7. In spite of the 29 AM-FM-and-TV licenses issued in the Greater Washington, D. C. area, we pledge that with the above record and facilities, plus our experience and resources, the new WOL-AM and FM will continue the splendid business record of 1450 and the 27-year tradition of WOL—"The Voice of Washington."

Cordially,

Fred A. Palmer
Manager

Baseball Budgets Up

(Continued from page 19)

in the New York negotiation, it was understood that upstate New York stations would air Yankee games when their own local clubs are playing road contests. Arrangements are in progress with P. Ballantine & Sons and Atlantic Refining Co. to co-sponsor the broadcasts, BROADCASTING learned.

In the Quaker City a dispute as to how many night games should be broadcast or telecast reportedly has stymied progress on the city's baseball coverage. It is expected that home and away games will be aired with two stations alternating on coverage of both the A's and the Phillies. Probable stations, it was reported, are WIBG and WPEN, both independents. Provisions covering TV have not been settled.

Sponsor Speculation

Current speculation on Philadelphia sponsors centers about three advertisers—Atlantic Refining Co., which last year backed one-fourth of radio-TV game coverage; Ballantine's, which in 1949 sponsored one-half; and Sealtest Inc., a newcomer in Philadelphia baseball. Last year, Camel cigarettes was the third sponsor.

Sealtest again foots the bill for broadcast coverage of the Pittsburgh Pirates after last year's first baseball sponsorship for the dairy company in the Steel City. Also reported in contract stage at Pittsburgh is an arrangement whereby Pirates games will be fed to some 20 western Pennsylvania stations. Key station is WWSW-AM-FM Pittsburgh, now boasting 5 kw on 970 kc. WWSW will broadcast the full 154 home and away schedule. Rosey Rowswell and Bob Prince are expected to handle play-by-play. Although not yet official, it is doubtful whether TV will be considered.

In Boston, the lineup for the coming season will approximate that of last year. WHDH, 50 kw independent, again has exclusive AM rights for both the Red Sox and the Braves schedules. All home and away games and possibly other big league games on off days will be carried. Sponsorship is dual—the Atlantic Refining Co. and Narragansett Brewing Co. of Cranston, R. I., share the bill.

Jim Britt, Tom Hussey and Leo Egan will be back on the mike, the first two also doubling on telecasts which will be handled by WNAC-TV and WBZ-TV on an alternating and even split of both clubs' home games as they did last year. Television sponsorship is shared by Chevrolet Dealers and Narragansett. TV cameras will be using Zoomar lens for the first time. Bump Hadley will assist Messrs. Britt and Hussey on TV.

Under negotiation in New England is the possibility of feeding AM-FM broadcasts of all Boston baseball contests to 30 stations. As last year, the sponsors also will pay the check for a series of 20 preseason games of both the Red Sox and the Braves. The warm-up games, originating from the Florida circuit, will be handled by Messrs. Britt and Hussey. First game is scheduled for March 11.

In Chicago, the White Sox full-schedule will be carried exclusively on AM by WJJD, the Marshall Field station. Bob Elson will handle all home and a number of road tilts live, with the remainder of away games by wire. WJJD, a daytime outlet, has purchased time on WIND for airing out-of-town night games of the American Leaguers. Fox de Luxe Beer and Muntz TV will share the bill. Rights are reported to have been bought by WJJD for $70,000.

Ask $100,000 for TV

White Sox Manager Frank Lane and Charles Comiskey, vice president, reportedly are asking $100,000 for TV rights, which WGN-TV Chicago had exclusively last year. With negotiations still in progress, final decision and sale are not expected before mid-March.

While WIND will carry all Cubs games, home and away, including wire recreations, daytime home games will be fed to the Midwest Baseball Network with some 35 stations expected to sign. The latter will carry local sponsor tie-ins. Liggett & Myers, which will sponsor WIND's coverage, also will get spots and mentions on the network. Stations are in Illinois, Iowa, Indiana, Michigan, Minnesota, Kentucky and Wisconsin. Lineup thus far is:

WHOW Clinton, WGIL Galesburg, WQUA Moline, WSIV Pekin, all Illinois; KROS Clinton, KWBG Boone, KIOA Des Moines, KASI Ames, KWWL Waterloo, Iowa; WRF Eau Claire, WDUZ Green Bay, KTY LaCrosse, WLDY Ladysmith, WLIN Merrill, WNAM Neenah, WIBA-FM Madison, Wis.; WCBS Bloomington, WSAL Logansport, WBAT Marion, WXLW Indianapolis, WKAM Warsaw, WIVA Mishawaka, WTHI Terre Haute, Ind.; KLER Rochester, Minn., and WKYW Louisville, Ky.

In Detroit, Goebel Brewing Co., that city, will sponsor all 154 home and road games of the Tigers on 31 stations in a special "Goebel Network" fed from WJBK Detroit, which has exclusive broadcast rights as it did last year. Harry Heilmann, the beer firm's sportscaster, will handle play-by-play. Agency is Brooke, Smith, French & Dorrance, Detroit.

Griesedieck on WIL

Also in the Midwest, another beer company, Griesedieck Bros. Brewing Co., St. Louis, is expected to sponsor the Cardinals games exclusively on WIL St. Louis. Ruthrauff & Ryan, Chicago, was clearing negotiations late last week. The Browns' rights had not been sold as of late in the week, but speculation pointed toward WEW, St. Louis U. outlet, and to KWK St. Louis. Last year, the stations split game coverage, WEW during the day and KWK at night. Johnny O'Hara and Tom Daily handled the commentary. Negotiations were pending on the price question.

Exclusive radio and TV rights for five years of Cincinnati Reds baseball games were negotiated last month by WCPO-AM-TV [BROADCASTING, Jan. 30]. Burger Brewing Co. of that city will sponsor the games, which will be carried on a 27-station hookup in adjacent portions of four states. Announcer will be Waite Hoyt. WCPO-TV will feed telecasts to WHIO-TV Dayton and WTVN (TV) Columbus, and for the first time, nearly all of the Reds road games will be relayed to WCPO's TV facilities. Both Dayton and Columbus video outlets will receive these telecasts, according to M. E. Watters, WCPO stations general manager.

$225,000 in Cleveland

The Cleveland Indians' schedule will be broadcast on WERE Cleveland. AM rights were purchased at a reported $225,000 per year for three years by Standard Brewing Co. of that city for Erin Brew. Agency is Gerst, Sylvester and Walsh, Cleveland. In the past two years, WEWS (TV) Cleveland had the rights. TV outlet for this season has not yet been decided.

All Cleveland Indian and Dayton Indian games will be carried on WONE-WTWO (FM) Dayton. Skyland Broadcasting Corp., operator of the two stations, has entered into a three-year agreement for exclusive rights to carry the games in Dayton. Approximately 300 games will be broadcast this season. Cleveland games will be announced by Jack Graney and Jimmy Dudley, with Jack Gibbons and Ray Rayner handling the Dayton games.

THE CBS family receives a new member into its fold. Edward Shurick (l), new market research counsel for the network, is welcomed by John J. Karol, CBS sales manager. Mr. Shurick's appointment is effective March 1 [BROADCASTING, Feb. 6].

In addition to the individual city packages, MBS and the American League already have signed an agreement whereby Mutual will have broadcast privileges for the "game of the day" covering baseball activities in eight American League cities.

The series, set to get underway April 18, will be aired live over some 350 Mutual stations in 31 states from coast to coast, Monday through Saturday each week, MBS President Frank White and American League President Will Harridge, jointly announced last week. Although broadcasts are now set to be carried on a sustaining basis, Mutual hopes to attract a sponsor before the season officially opens.

Plan 10 Broadcasts

A minimum of 10 broadcasts are planned for origination from each of the American League cities. A similar agreement covering one or more National League clubs reportedly is in the prospective stage. Although National League President Ford Frick has frowned on the proposal, at least three or four club owners reportedly are willing to go along. A quorum of owners favoring the idea conceivably could lead to a reversal of Mr. Frick's position.

A sidelight in the MBS series plans hinges on Baseball Commissioner A. B. (Happy) Chandler's ruling governing broadcast rights owned by the local major league club. For example the New York Mutual outlet desiring coverage of a home Yankee game locally, first would have to seek permission from the club. Subsequently, any local MBS outlet could be restrained from airing the broadcast of any of the "game of the day" because of the home club's checkmating power.

Mutual, however, said that in event of such postponement of a scheduled game, a contest from another area will be presented on a "recreation" basis. Names of announcers to handle play-by-play for Mutual has not been revealed yet.

97% DEPEND ON WLS CHICAGO 7

See pages 28-29

Clear Channel Home of the National Barn Dance

ARKANSAS MEET

Anderson Is Elected ABA President

SAM W. ANDERSON, manager of KFFA Helena, Ark., was elected president of the Arkansas Broadcasters Assn. at the annual winter meeting held in Little Rock on Feb. 10. He succeeds G. E. Zimmerman, manager of KARK Little Rock.

Fred Stevenson, manager of KGRH Fayetteville, was elected vice president, and Ted Rand, manager of KDRS Paragould, was named secretary-treasurer. Elected to the board of directors were Mr. Zimmerman; Harold Sudbury, KLCN Blytheville; Leon Sipes, KELD El Dorado; Sheldon Vinsonhaler, KGHI Little Rock; Jack Wolever, KTHS Hot Springs, and John England, KFPW Fort Smith.

Resolutions

The 32 broadcasters representing 25 stations passed a resolution commending the state's ham operators "for their willingness to perform public services and for encouraging interest among the youth of the state in radio broadcasting." The group also passed a resolution in which the ABA goes on record as opposing payment of music fees on commercial transcriptions in excess of two cents per tune per station.

It was also voted to continue promoting Arkansas as the "Land of Opportunity"; to investigate through a committee of station operators the public service merits of programs now being submitted to the broadcasters for sustaining presentation, and to continue a study of provisions under which the Arkansas Athletic Assn. permits broadcasting of high school championship playoffs.

Registration

Those attending the meeting included:

John Moore, Bill Humbert, KVMA Magnolia; Emil Pouzar, KXLR North Little Rock; Frank Browne, KWFC Hot Springs; Ted Rand, Ray Dexter, KDRS Paragould; Russ Horne, Doc Bryan, KXRJ Russellville; Harold Sudbury, KLCN Blytheville; Charles Craft, KNBY Newport; Sam W. Anderson, Bill Bigley, KFFA Helena; Fred Stevenson, KRGH Fayetteville; Leon Sipes, KELD El Dorado; G. E. Zimmerman, KARK Little Rock; Ted Woods, Chet Blackwood, KOSE Osceola; George Frazier, L. B. Tookey, KXAR Hope; H. O. Coats, Clyde Gray, KWEM West Memphis; David Segal, KTFS Texarkana; Glenn Robertson, KVLC Little Rock; Bill Fogg, KXJK Forrest City; S. C. Vinsonhaler, Don Corbet, KGHI Little Rock; K. F. Tracy, KLRA Little Rock; Jack Wolever, KTHS Hot Springs; Storm Whaley, KUOA Siloam Springs; J. M. Moore, KVRC Arkadelphia; Melvin Spann, KWAK Stuttgart; John England, KFPW Fort Smith; Bob Wheeler, KHOZ Harrison; Red Mason, J. R. Anderson, AP (Montgomery and Little Rock); Bob Kool, Gates Radio Co., Memphis; Pierre Weis, Lang-Worth, New York; Bill Stubblefield, Capitol, Dallas; John Lenkerd and Elmer Damm, Graybar, St. Louis; Al Marlin, BMI, Topeka; Earl Lipscomb, Bob Shuffler, Lipscomb Assoc., Dallas; Ed Carleton, Carleton Radio, Little Rock; David R. Milsten, SESAC, Tulsa; Sam Hales, UP, Kansas City.

KEY figures in planning coverage of the Carol Paight murder trial by WICC Bridgeport, Conn., included (l to r): Dickens J. Wright, general manager; Charles W. Parker, sales manager; Robert F. Maguire, news editor, and James W. Evans, program director. WICC was on the air with the "not guilty" verdict report 20 seconds after the jury made its findings. WICC reports its switchboard was flooded with congratulatory calls. Taped for rebroadcast the following morning, portions of the broadcast were used on Mutual's coast-to-coast *Newsreel* that night. Special direct lines to the scene of the trial activity permitted speedy reporting by WICC.

WKRM FIRE

MBS Outlet Is Destroyed

WKRM Columbia, Tenn., 250 w Mutual affiliate, was completely destroyed by fire early last Tuesday morning (Feb. 14). R. M. McKay Jr., president and co-owner, estimated damage at between $50,000 and $75,000 and said the loss was partially covered by insurance.

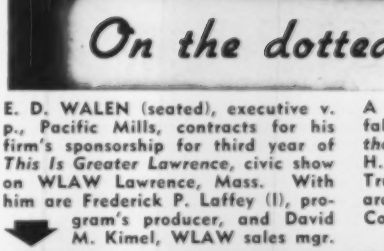
The fire, of undetermined origin, started about 4 a.m. in the eight-room frame building which housed the transmitter equipment, studios and offices. The blaze was first noticed by the engineer of a passing train who sounded the train whistle repeatedly to awaken people in the vicinity. By the time fire fighting equipment arrived at the scene, the blaze was beyond control.

Immediate plans were made by WKRM officials to procure new equipment and to resume broadcasting operations from temporary headquarters within a few days. A corner stone was laid for a temporary building on the same afternoon of the fire.

WKRM went on the air in 1946. It is owned and operated by the Middle Tennessee Broadcasting Co., of which R. M. McKay Sr. is co-owner and secretary-treasurer.

EMERSON Radio & Phonograph Corp. purchases Continental Can Bldg., Jersey City, N. J., to be converted to manufacturing plant of about 450,000 sq. feet.

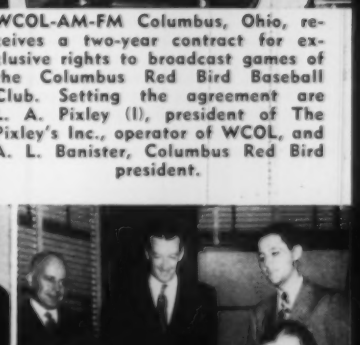
On the dotted line . . . . .



E. D. WALEN (seated), executive v. p., Pacific Mills, contracts for his firm's sponsorship for third year of *This Is Greater Lawrence*, civic show on WLAW Lawrence, Mass. With him are Frederick P. Laffey (l), program's producer, and David M. Kimel, WLAW sales mgr.

A 52-week contract with WGR Buffalo to present the MGM *Theatre of the Air* on Sunday is set by Charles H. Diefendorf (seated), pres., Marine Trust Co., Buffalo. Standing (l to r) are Ted Higinbotham, BBDO; Nat L. Cohen, WGR sales mgr.; George Enser, asst. v. p., Marine Trust.

SPONSORSHIP of all week-day home games of Roanoke Red Sox on WROV-AM-FM Roanoke, Va., for a second consecutive year, is set by Hugh Gish (seated), president of the Blue Ridge Beverage Co. Looking on are Frank E. Koehler (l), general manager, Radio Roanoke WROV, and Coleman Austin, announcer.



WCOL-AM-FM Columbus, Ohio, receives a two-year contract for exclusive rights to broadcast games of the Columbus Red Bird Baseball Club. Setting the agreement are L. A. Pixley (l), president of The Pixley's Inc., operator of WCOL, and A. L. Banister, Columbus Red Bird president.

CONTRACT to air *Clyde Beatty Show* (circus), starting March 2 on the Don Lee network, is set by (l to r) Walter W. White Jr., pres., Commodore Productions, packager; D. B. Lewis, Lewis Food Co., sponsor; Clyde Beatty; Leon Wray, Don Lee; Don Lauritzen, Rockett-Lauritzen Agency.

ARRANGING for Regal Pale Beer sponsorship of San Francisco Seals baseball games on KSFO San Francisco are (l to r): Seated—Frank Ducato, Abbott Kimball agency; Paul Fagin, Seals president; standing—Jack Campbell, KSFO coml. mgr.; Charles Graham, Seals gen. mgr.; Don Klein, KSFO sportscaster.

Views on Dues

(Continued from page 19)

tions, then maybe the NAB has gotten too large for us small boys.

Isn't it rather unusual for outgoing directors to make such sweeping changes? Maybe my thinking is all wet because I am just a small guy owning a small station in a small market. The recent BAB addition is a big help, but methinks that you are rocking a boat that is already leaking.

From where I stand you can let me know when the increase is to take place and I'll prepare my resignation for that date.

If you can convince me that I am wrong then I'll be willing to go to bat and try to pacify other small stations in North Carolina that I know will be squealing with great anguish. Fair enough?

Mr. Younts is secretary-treasurer of the North Carolina Assn. of Broadcasters. He took part in an NAB membership drive prior to the District 4 meeting in Pinehurst, N. C., last October.

Arney Replies

Replying to Mr. Younts, C. E. Arney Jr., NAB secretary-treasurer, said the action was taken "only after most deliberate and careful consideration by the members of the board. The viewpoint of the smaller stations was adequately presented to the board by several of its members who are themselves operators of small stations."

Mr. Arney explained that only eight of the 27 board members will retire automatically in April and the dues structure has been discussed for many months. He added, "I hope we can convince you that you are wrong in protesting this increase and I further express the hope that you will become a crusader among the other small stations in your area in helping us to justfy it. I feel certain that the increased results that will come from it will fully justify the increase in dues."

Prior to the April convention NAB plans to issue statements to the membership placing the dues picture in the proper perspective.

These will cover such topics as the budget background for changes in the four lower classes and the expanding services rendered by the association.

Fastest growing service at NAB is Broadcast Advertising Bureau, which will receive 25.06% of the $798,322 appropriated for the new fiscal year starting April 1—about $100,000 above the current NAB budget.

About three-fourths of the $100,000 will go toward BAB, which gets a total of $200,000. At present BAB is operating at a rate of roughly $128,000 annually, though budget computations are difficult to describe because NAB is in the process of switching from a calendar to fiscal year.

In 1948, when NAB had a $796,000 budget, the Broadcast Advertising Dept. (predecessor to BAB) received $63,490 for the year. The new appropriation represents a three-fold increase—from 7.97% to 25.06% of NAB's budget—for sales and advertising activities in the two-year period.

Reduced to terms of dues, nearly $4 of every $15 in monthly dues paid to NAB by Class A stations will go to sales and advertising under the new budget. This compares to 60 cents out of each $7.50 in monthly dues paid in 1948.

In addition to its $200,000, BAB is expected to receive perhaps $50,000 a year from sale of special services. At NAB headquarters it is stated that BAB's activities provide a type of service smaller stations are unable to perform for themselves in addition to more general operations boosting the radio medium as a whole.

The new dues in four low-income classes affect the amount 780 stations will pay to NAB after April 1. Among AM stations, 302 are in Class A, 151 in Class B ($25,001 to $50,000), 172 in Class C ($50,000 to $75,000) and 114 in Class D ($75,000 to $100,000). Among FM stations, 39 are in Class A and 2 in Class B.

Expensive to Service

These 780 stations, which NAB says are more expensive to some than larger stations, have been paying 20.12% of the total income, or $11,712 a month. Using the Jan. 1 membership base, these stations will pay 26.15% of the total, or $16,465 a month under new dues.

NAB's membership as of Feb. 1 included 1,154 AM, 518 FM and 36 TV stations, plus some 70 associate members.

This AM segment comprises 55% of all AM stations in the industry. NAB is anxious to raise the 55% figure, recognizing that it can either decrease dues or expand services, or both, if a larger segment of the industry pays dues to maintain its trade association.

Addition of a field director, as authorized by the board, will provide a fulltime official who can tour the country as a membership missionary. This practice is common among business associations. The field director may not be named until the board has ratified the name of the man Judge Miller appoints to fill the new general manager's post. It is assumed the field director will be an assistant to the general manager.

Judge Miller returned to his Washington office last Thursday morning but as far as could be learned he has taken no action on naming of a committee to consider candidates for the general managership.

Some misunderstanding was noted at NAB headquarters over a board action calling for an independent audit of the association's books. The books have been audited ever since 1930 by an independent accounting firm, and such an audit was just getting under way when the board acted. This audit was halted pending clarification of the board's action.

It was felt the board was interested in getting special breakdowns on association finances rather than another independent audit. This might include the allocation of BAB's receipts in the association's weekly financial statement, for example, or perhaps another special set of figures.

A board action that will receive careful attention centers around a complaint by associate members that non-member companies have equal recognition at annual conventions and district meetings. A special *ad hoc* and a membership committee reported on this complaint. It was recommended that NAB headquarters notify associate members well in advance of arrangements for scheduled meetings.

The NAB secretary-treasurer's office is expected to announce results of the balloting for board membership a week from today (Feb. 27). Ballots must be at headquarters by midnight, Feb. 25.

Technically, NAB is operating under the 1949 structural setup until the new fiscal year starts April 1. The Radio Division will be dropped at that time, and the Television Division will become the Television Dept., it is understood.

WMAQ Chicago's "Six-Thirty Special" contest offered two all-expense-paid trips to Hollywood for answers to "Why I Listen to WMAQ," in 25 words or less. Judging entries are (l to r): Paul McCluer, NBC Chicago AM network sales manager; I. E. Showerman, vice president in charge of the Central Division; John Keys, assistant manager of the press department, and A. W. Kaney, station relations manager.

WWON Is Sold

SALE of WWON Woonsocket, R. I., for $70,000 to the *Woonsocket Call* was announced last week by the station. Deal is subject to FCC approval. WWON is assigned 250 w on 1240 kc fulltime. The transfer application is to be filed in the name of Woonsocket Broadcasting Co., a new firm owned by the *Woonsocket Call*, which in turn is published by Buell W. Hudson with Andrew P. Palmer as general manager. WWON sellers are Garo Ray, consulting engineer; Aram Tellalian Jr. and James Iodice. Transaction was handled by Blackburn-Hamilton Co.

ABC Quarterly Gross

GROSS sales, less discounts, returns and allowances, of $11,086,194 in the last quarter of 1949 were reported by ABC to the Securities & Exchange Commission.

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 1390 KC **50,000 w FM** 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Ad Council

(Continued from page 25)

evening at the Statler Hotel and a luncheon there Thursday.

Members of the conference:

Bromwell Ault, Interchemical Corp.; William R. Baker Jr., Benton & Bowles; Harold S. Barnes, Bureau of Advertising; Theodore L. Bates, Ted Bates & Co.; S. Bruce Black, Liberty Mutual Insurance Co.; R. W. Boggs, Union Carbide & Carbon Corp.; Nelson Bond, McGraw-Hill Pub. Co.; Frank Braucher, Periodical Publishers Assn.; George P. Brett Jr., The Macmillan Co.; Lee H. Bristol, Bristol-Myers Co.; Louis N. Brockway, Young & Rubicam; Leo Burnett, Leo Burnett Co. Inc.; William G. Chandler, Scripps-Howard Newspapers; Mrs. Olive Clapper, journalist; Evans Clark, The Twentieth Century Fund; John L. Collyer, B. F. Goodrich Co.; Fairfax M. Cone, Foote, Cone & Belding; Douglas Wakefield Coutlee, advertising consultant; Gardner Cowles, Look Magazine; Harlow H. Curtice, General Motors Corp.

Col. J. F. Drake, Gulf Oil Corp.; Philip J. Everest, National Assn. of Transportation Advertising; Frank M. Folsom, Radio Corp. of America; Clarence Francis, General Foods Corp.; Edwin S. Friendly; Kerwin H. Fulton, Outdoor Advertising Inc.; Samuel C. Gale, General Mills Inc.; Frederic R. Gamble, American Assn. of Advertising Agencies; John T. Gibson, The White House; Philip L. Graham, The Washington Post; Robert M. Gray, Esso Standard Oil Co.; Dr. Alan Gregg, Rockefeller Foundation; Miss Helen Hall, Henry Street Settlement; Ralph T. Hardy, National Assn. of Broadcasters; Thomas J. Hargrave, Eastman Kodak Co.; Francis Harmon, Motion Picture Assn. of America; D. B. House, Armour & Co.; John K. Hertel, Hearst magazines; Robert D. Holbrook, Compton Advertising; Stanley C. Hope, Esso Standard Oil; Charles H. Houston, Houston, Houston, Hastie & Waddy; Buell W. Hudson, The Woonsocket Call; Paul P. Huffard, Union Carbide & Carbon Corp.

Charles W. Jackson, The White House; Lee R. Jackson, Firestone Tire & Rubber Co.; Eric Johnston, Motion Picture Assn. of America; Philip J. Kelly, National Distillers Products Corp.; Alton Ketchum, McCann-Erickson; Herbert H. Kirschner, Kirschner & Co.; Edgar Kobak, consultant; Arthur W. Kohler, Curtis Pub. Co.; Lawrence W. Lane, Sunset magazine; Chester J. LaRoche, C. J. LaRoche & Co.; Roy E. Larsen, Time; Barry T. Leithead, Cluett, Peabody & Co.; E. H. Little, Colgate-Palmolive-Peet; Henry G. Little, Campbell-Ewald; J. Spencer Love, Burlington Mills; Anson Lowitz, J. Walter Thompson; Charles Luckman; George P. Ludlam, Advertising Council; A. E. Lyon, Railway Labor Executives Assn.

Robert R. Mathews, American Express Co.; James E. McCarthy, Outdoor Advertising Foundation; George S. McMillan, Bristol-Myers Co.; Justin Miller, National Assn. of Broadcasters; Howard J. Morgens, Procter & Gamble; Paul Morency, WTIC Hartford; Charles G. Mortimer Jr., General Foods Corp.; J. J. Nance, Hotpoint Inc.; Wesley I. Nunn, Standard Oil Co. (Indiana); J. B. O'Hara, Dr. Pepper Co.; Herbert A. Payne, Home Insurance Co.; Stuart Peabody, The Borden Co.; Robert S. Peare, General Electric; W. B. Potter, Eastman Kodak Co.; K. C. Pratt, K. C. Pratt Inc.; James H Rand, Remington Rand Inc.; R. T. Reed, American Express Co.; William Reydel, Cunningham & Walsh Inc.; Kingsley Rice, Power Generation; Burr L. Robbins, General Outdoor Advertising Co.; Lewis S. Rosenstiel, Schenley Industries Inc.; James Rotto, The Hecht Co.

Mark Seelen, Outdoor Advertising Inc.; John E. Smith, McCall's magazine; Frank Stanton, CBS; A. R. Stevens, American Tobacco Co.; John R. Suman, Standard Oil Co. (New Jersey); Allan L. Swim, Congress of Industrial Organizations; E. J. Thomas, Goodyear Tire & Rubber Co.; Harold B. Thomas; Niles Trammell, NBC; Leonard W. Trester, General Outdoor Advertising Co.; L. A. Van Bomel, National Dairy Products Corp.

Robert L. Warren, Brockway Glass Co.; Thomas J. Watson Jr., International Business Machines Corp.; Paul B. West, Assn. of National Advertisers; Grover A. Whalen, Coty Inc.; John J. Whelan, Haire Publications; C. M. White, Republic Steel Corp.; H. Fred Willkie, Joseph E. Seagram & Sons Inc.; Allan M. Wilson, Advertising Council; Charles E. Wilson, General Electric Co.; Mark Woods, ABC; James W. Young, J. Walter Thompson; Thomas H. Young, United States Rubber Co.; Philip Zach, Capper Publications.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

KFRM REQUEST

Seeks Fulltime on 540 kc

BID FOR 540 kc operation under special service authorization was filed with FCC last week by KFRM Concordia, Kan., sister outlet of KMBC Kansas City. Purpose is to provide first night primary service to the vast rural area.

Now operating on 550 kc with 5 w daytime, directional, and programmed from KMBC, KFRM seeks 5 kw fulltime operation on 540 kc directional. KFRM is 160 miles northwest of Kansas City and has been on the air since December 1947. Midland Broadcasting Co., licensee of both stations, said there is no overlap of the nighttime primary service area of KMBC and that proposed by KFRM. KMBC is on 980 kc with 5 kw, directional night.

Midland asked FCC to allow the 540 kc operation for the regular KFRM license period which ends May 1, 1952. By that time, it said, it hopes permanent assignment on 540 kc in the U. S. can be made. Midland noted that the Atlantic City convention provides that 540 kc be added to the standard broadcast band.

No Interference Seen

Although no interference is anticipated to government installations, automatic ship alarms and other services, Midland told FCC the 540 kc operation would allow actual observation of broadcast conditions. KFRM would protect Canada's CBK Watrous, Sask., now on 540 kc with 50 kw, and cause only slight interference to Mexico's XEWA San Luis Potosi, on 540 kc with 150 kw, directional night, Midland said.

Midland Broadcasting stated that "substantial losses have resulted from the first two years of operation on 550 kc, daytime only" and "current operating losses are approximately $3,000 monthly, not including administrative salaries which are wholly absorbed by KMBC, and not including expense connected with six years' efforts of applicant to get a regular berth on the 540 kc frequency."

Daughter to Paleys

WILLIAM S. PALEY, chairman of the board of CBS, is the father of a girl, Kate Cushing Paley, born last Wednesday at New York Hospital. It is Mr. and Mrs. Paley's second child.

RCA
TUBES ...
the standard of comparison
RCA 7C24
Use RCA tubes for dependability . . . long life . . . operating economy in FM transmitters
• For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

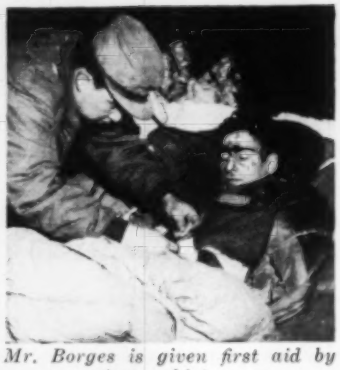
DOUBLE CRASH

KENI Newsman Is Rescued

ASSIGNED to cover search operations in the crash of a C-54, an Alaskan newsman found himself a victim when the search plane in which he was riding crashed on the slopes of 6,100 ft. Mt. Lorne in Canada's Yukon Territory.

Jack Borges, news editor of KENI Anchorage who flew to Whitehorse in the Yukon for NBC and the Midnight Sun Broadcasting Co., was one of the entire complement of six men injured in the crash. He and four others were rescued by ski troops of the 14th Mountain Infantry after the injured pilot, Lt. Charles Harden of Graham, N. C., made an heroic eight-hour trek through waist-deep snow to summon help.

Said to be one of the fastest rescue operations in the Far North, it was less than 24 hours from the time of the crash until the survivors reached Whitehorse. Mr. Borges suffered a broken wrist, lacerations, and torn leg tendons. He completed his mission by broadcasting from a bed in the U. S. Army's 4th Field Hospital.



Mr. Borges is given first aid by an Army ski trooper.

CBS Stock

J. A. W. IGLEHART, member of the board of CBS, has bought 500 shares of Class A common stock of the company, bringing his total holdings to 3,400 shares, according to information filed with the Securities and Exchange Commission.

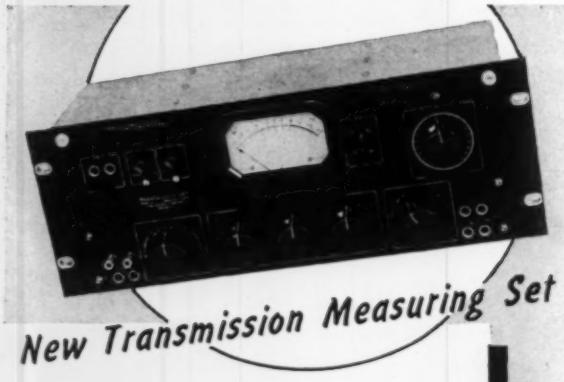
BOOTH ELECTED

Director of Newspapers

JOHN L. BOOTH, Michigan broadcaster and son of Ralph H. Booth, founder and former president of Booth Newspapers Inc., has been elected director of Booth Newspapers at the group's annual meeting, it was announced last week.

Booth Radio and Television Stations Inc., of which John Booth is founder and president, operates WJLB Detroit, WBBC Flint and WSGW Saginaw, and is a television applicant in Flint and Saginaw.

Mr. Booth worked as reporter on the Saginaw *News Courier* in 1928 and on the Jackson *Citizen Patriot* in 1929. He served on the advertising department staff of the Detroit *Free Press* in 1934 and 1935.



New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

Write today for additional information. Dept. BD-3

VISIT DAVEN AT THE IRE SHOW — BOOTH 94B

GDYNIA CASE

O'Conor to Support Charge

U. S. SENATOR Herbert R. O'Conor (D-Md.) indicated last week that he will supply additional information to the FCC pointing up the broadcast of alleged Communist propaganda by the Gdynia America Shipping Lines on U. S. station facilities.

Sen. O'Conor, chairman of a Senate Judiciary Immigration subcommittee that is pressing an investigation into Gdynia radio activities [BROADCASTING, Dec. 26, 1949], promised the additional data following receipt of a letter from FCC Chairman Wayne Coy. Comr. Coy said the FCC had "no information" concerning the broadcast in Polish of "Communist propaganda" over the stations by Gdynia and asked that if the committee has "any facts" which it believed "would be of interest to the Commission," to make that information available.

WEDC Drops

At the same time, the subcommittee disclosed that a second station had decided not to renew its broadcasts of Gdynia scripts. WEDC Chicago, the Congressional group said, had informed the Senators it had dropped the Gdynia prepared broadcasts as of Feb. 5. WHBI Newark, N. J., which had aired the broadcasts as well as WEDC, canceled its Polish weekly series on Dec. 26.

A subcommittee spokesman said the "supporting" information which would be supplied by Sen. O'Conor probably would point out that in the registration of prepared and edited scripts for Polish programs under the Foreign Agents Registration Act, Gdynia reportedly filed a statement for a six-month period in 1948 showing that the "Polish Embassy had paid part of the total cost amounting to $4,800." The spokesman said that in a six-month period ending in March 1949 the Embassy's share purportedly was $7,800.

Would Spur FCC

It is understood that Sen. O'Conor will place the data before the FCC as a means of spurring the Commission to give more notice to such scripts in order that propaganda be avoided in the future. The Senator has demanded that the Commission take some "appropriate steps" to assure the country that Communist propaganda would not be permitted for broadcast. However, the FCC letter, in effect, showed little alarm.

The Justice Dept. also had played lightly with Sen. O'Conor's demand that it investigate Gdynia activities [BROADCASTING, Jan. 9].

Comr. Coy's letter follows in part:

"We have no information concerning the broadcast of Communist propaganda on the facilities of broadcasting stations in the United States by the Gdynia America Line. If you have any information or if your committee has any facts which you believe would be of interest to the Commission, I would appreciate your efforts in making that information available to the Commission."

Upcoming

Feb. 23-24: Ohio State Advertising and Sales Promotion conference, Ohio State U., Columbus.

Feb. 28: Practicing Law Institute legal clinic opening, Roosevelt Hotel, New York.

March 3: Postillion Ball, sponsored by Advertising Women of New York, New York.

March 3-4: Western Radio-Television Conference, Seattle.

March 5: Radio and Television Award Dinner, New York.

March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.

March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.

March 10: Michigan Radio Conference, Michigan State College, East Lansing, Mich.

March 10-11: Alabama Broadcasters Assn. annual spring meeting, Russell Erskin Hotel, Huntsville, Ala.

March 12-14: Fifth annual Oklahoma Radio Conference, U. of Oklahoma, Norman.

March 13: House Interstate & Foreign Commerce Communications subcommittee hearing on radio bills, Washington.

March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.

March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 29-April 1: ANA convention, Homestead, Hot Springs, Va.

March 30-April 1: AAAA 1950 convention, Greenbriar, White Sulphur Springs, W. Va

March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

May 4-7: Institute for Education by Radio, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

THORNTON W. BURGESS
Famous Nature Story Teller
AVAILABLE ON SYNDICATED RADIO
•
For booklet describing other R-S-P SYNDICATED, CUSTOM-MADE, RADIO AND TV PRODUCTIONS
Write—507 Fifth Ave., New York City
RICHARD STROUT PRODUCTIONS
HOLLYWOOD

'UNIFORMITY'

FCC Hits FCC Proposal

EX-FCC Chairman James Lawrence Fly, commenting on the Commission's proposal for a "uniform policy" hearing regarding licensing procedures, has suggested there is "no trick substitute for sound judicial and administrative discretion." He considered FCC's proposal unnecessary.

Mr. Fly's letter is the first opinion filed in the Commission's proceeding to review licensee-eligibility of violators of U. S. laws other than the Communications Act. FCC ordered the review in late January, specifying Feb. 13 for commencement, but the proceeding has been postponed until April 24 to allow sufficient time for preparation as requested by the industry [BROADCASTING, Jan. 30, Feb. 6]. Deadline for comments now is set as April 10.

The Commission's effort to secure uniform procedure for handling applications of those involved in civil and criminal proceedings outside the jurisdiction of the Communications Act stems from a 1948 Supreme Court ruling holding the major film producers to be in violation of anti-trust laws.

Cites Confusion

Mr. Fly pointed out that under Sec. 308(b) of the Act and the public interest concept the Commission is under duty to inquire into the character of the applicant and "proof of serious violations of law is clearly pertinent on the issue of character." He indicated that FCC's proposal would "invite more confusion than the rules would eliminate."

The ex-FCC chairman pointed out that over-parking is a criminal offense whereas the fraudulent conversion of a $100 million trust fund may never result in a criminal charge or even a civil suit. Thus, he explained, "the single question is the quality of the offense and its current impact upon the question of character." He concluded, "The fact is in issue, not the court records."

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
CENTER MOLINE, ILL.

FIRST 15 PROGRAM HOOPERATINGS—Feb. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS)	180	American Tobacco (BBDO)	24.5	27.3	—2.8	1
Original broadcast 21.7 Added by 2nd broadcast 2.8*						
Godfrey's Talent Scouts (CBS)	155	T. J. Lipton Div.-Lever (Y&R)	23.9	21.7	+2.2	5
Radio Theatre (CBS)	172	Lever Bros. (JWT)	22.8	25.5	—2.7	2
Bob Hope (NBC)	151	Lever Bros. (BBDO, producers; Ayer, Surf; JWT, Lux)	21.0	21.3	—0.3	7
My Friend Irma (CBS)	150	Pepsodent Div.-Lever (FC&B)	20.7	21.3	—0.6	6
Bing Crosby (CBS)	179	Liggett & Myers (C&W)	20.6	16.4	+4.2	15
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	20.2	24.9	—4.7	3
Amos 'N' Andy (CBS)	149	Lever Bros. (R&R)	19.1	18.6	+0.5	10
Mr. Chameleon (CBS)	138	Sterling Drug (D-F-S)	18.2	10.6	+7.6	62
Walter Winchell (ABC)	271	Wm. R. Warner (K&E)	17.8	24.9	—7.1	4
Original broadcast 16.0 Added by 2nd broadcast 1.8*						
People Are Funny (NBC)	149	B. & W. Tobacco (Seeds)	16.8	17.2	—0.4	11
Mystery Theatre (CBS)	149	Sterling Drug (D-F-S)	16.7	16.7	0.0	14
Truth or Consequences (NBC)	141	Procter & Gamble (Compton)	16.5	14.5	+2.0	27
Burns & Allen (CBS)	179	Block Drug (C&P)	16.3	14.5	+1.8	29
Bob Hawk Show (CBS)	163	R. J. Reynolds (Esty)	15.9	14.7	+1.2	26

* Second broadcast on same day in some cities provided more than one opportunity to hear program.

TOP 10 DAYTIME HOOPERATINGS—Feb. 15 REPORT

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Ma Perkins (CBS)	143	Procter & Gamble (D-F-S)	8.4	8.7	—0.3	2
Arthur Godfrey (CBS)			7.8	8.8	—1.0	1
10:15-10:30 (MTh) 4.5	170	Wildroot (BBDO)				
10:15-10:30 (TWF) 5.5	170	Toni-Div., Gillette (FC&B)				
10:30-10:45 8.2	173	Gold Seal Wax (C-M)				
10:45-11 8.4	173	National Biscuit (M-E)				
11-11:30 8.7	185	Liggett & Myers (C&W)				
Stella Dallas (NBC)	146	Sterling Drug (D-F-S)	7.5	7.8	—0.3	7
Big Sister (CBS)	142	Procter & Gamble (Compton, Ivory; Biow, Spic & Span)	7.3	8.4	—1.1	3
Guiding Light (CBS)	142	Procter & Gamble (Compton)	7.2	6.9	+0.3	17
Our Gal Sunday (CBS)	160	Whitehall Phar. (Murray)	7.1	8.1	—1.0	5
Rosemary (CBS)	149	Procter & Gamble (B&B)	7.0	7.7	—0.7	8
Romance of Helen Trent (CBS)	165	Whitehall Phar. (Murray)	6.9	7.3	—0.4	13
Aunt Jenny (CBS)	84	Lever Bros. (R&R)	6.9	7.5	—0.6	11
When a Girl Marries (NBC)	81	Gen. Foods Sales (Y&R)	6.8	7.6	—0.8	9
Backstage Wife (NBC)	146	Sterling Drug (D-F-S)	6.8	6.5	+0.3	21

LEE ESTATE

Sisters Expected To Join Legal Fray

MRS. CHRISTINE BOYD LEE WITHERSPOON was expected to join her sister, Mrs. Elizabeth Boyd Lee Fry, in legal fight for $9½ million estate of the late Thomas S. Lee, owner of Don Lee Network and other properties [BROADCASTING, Feb. 13].

Adopted daughters of the late Don Lee, both have legal status as sisters of Thomas Lee, and therefore are his closest heirs-at-law, attorneys point out. Previously it has been believed that Mrs. Nora S. Patee of San Marino, Calif., his maternal aunt, was Thomas Lee's closest living relative. Mrs. Fry already has retained Jerry Giesler and Harry Mabry, attorneys.

Public administrator Ben H. Brown, appointed special administrator of the estate Feb. 10, was expected to be made general administrator when petition is acted upon next Thursday in Los Angeles Superior Court.

In a will made in 1934, Thomas Lee left his entire estate to an uncle by marriage, R. Dwight Merrill, Seattle lumberman, "to be divided as he sees fit."

Don Lee, father of Thomas Lee, adopted Christine and Elizabeth in 1920 after his marriage to their aunt, Mrs. Annabelle Torbett Lee, his second wife. He divorced her in 1926. When Don Lee died in 1934 he left only $1 each to the sisters. Remainder of the estate went to his son, Thomas.

LAMB VISITS HT

President Pledges Support

EDWARD LAMB, Toledo attorney, publisher and owner of WTOD Toledo, WTVN (TV) Columbus and WICU (TV) Erie, Pa., visited the White House Wednesday and received a pledge of support for Pennsylvania and Ohio Democratic Congressional nominees. Mr. Lamb reported President Truman said he would campaign for a Democratic Congress as strongly as he did for his own election in 1948. The President said he will make personal tours of Ohio and Pennsylvania this spring and fall for that purpose, according to Mr. Lamb.

Mr. Lamb was accompanied on his White House visit by David Lawrence, mayor of Pittsburgh. Earlier in the day they had met with Sen. Francis Myers (D-Pa.) and William Boyle, Democratic National Chairman.

In a news statement, Mr. Lamb said he would not enter the Democratic race for the U. S. Senate in Ohio, but that he would support the Democratic nominee against Sen. Robert Taft (R-Ohio).

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Radio Corporation of America
RCA Victor Division

TENTH year sponsorship of *Breakfast Club* on ABC by Swift & Co., Chicago, is honored appropriately at a breakfast attended by (l to r): Vernon Beatty, advertising manager, Swift & Co.; Hal Rorke, radio director, J. Walter Thompson Co., Chicago; John H. Norton Jr., ABC Central Division vice president, and Robert E. Kintner, ABC president.

FM LISTENING RISING

New York Surveys Show Sets Up, Too

STEADY increase in FM set ownership and listening in the New York metropolitan area is shown in a series of three surveys conducted by The Pulse Inc. and analyzed by the NAB FM Dept.

In homes that have both AM and FM, 37% of the total listening time was devoted to FM, NAB's analysis shows. The analysis was conducted by Edward L. Sellers, director of the FM Dept. Broken down into hours, it was found that the daily FM average was 1.60 hours compared to 2.66 for AM, a total of 4.26 hours.

Three Months Covered

The figures apply to the months of July and October, 1949, and January, 1950. The data show FM listeners are loyal listeners. NAB suggests this indicates FM is of "real value" to the AM operator of an FM affiliate and becomes more valuable as AM sets become obsolete and are replaced.

Distribution of FM homes in the 10-county New York area is about equally divided between the low and high income groups, it was found, with FM serving all elevations of the socio-economic strata and being strong in the low-income groups.

Good Increase

In the July-January period it was found that the number of New York homes equipped with FM radios increased to nearly 573,000. FM's potential audience in the area as of January 1950 was estimated at 2,005,000, based on receiver distribution.

Numerous reasons were cited for purchase of FM receivers, with 19.3% saying they bought for lack of static, better reception or desired FM, all exclusive FM trademarks; 11.9% bought FM for better music, more classical music, better musical programming; 27.9% chose TV sets with the FM band; 21.4% chose a new radio with the FM band.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Milestones

► Reportedly the oldest continuous commercial program in the Southwest, *Mrs. Tucker's Smile Program*, marked 17 years on the air Feb. 13, with its 2,108th program on WFAA Dallas. Since 1933 the musical show has helped build the sales of Mrs. Tucker Foods Inc., Sherman, Tex., maker of Mrs. Tucker's Shortening and Meadolake Margarine. It has made extensive use of the Texas Quality Network.

► Employes were feted at a party given by KSD-TV[1] St. Louis in celebration of its third anniversary. Station claims to be the first post-war video outlet in the country.

► WATO Oak Ridge, Tenn., Feb. 1 celebrated its second birthday. Station was the subject of an editorial in *The Oak Ridger* honoring the occasion.

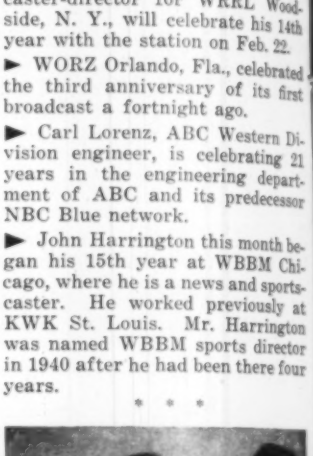
► Jocko Maxwell, Negro sportscaster-director for WRRL Woodside, N. Y., will celebrate his 14th year with the station on Feb. 22.

► WORZ Orlando, Fla., celebrated the third anniversary of its first broadcast a fortnight ago.

► Carl Lorenz, ABC Western Division engineer, is celebrating 21 years in the engineering department of ABC and its predecessor NBC Blue network.

► John Harrington this month began his 15th year at WBBM Chicago, where he is a news and sportscaster. He worked previously at KWK St. Louis. Mr. Harrington was named WBBM sports director in 1940 after he had been there four years.

* * *



CELEBRATING his 11th consecutive year on the air under the sponsorship of the Continental Oil Co. is Stu Mann (center), heard nightly over WLOL Minneapolis, the Twin Cities' MBS outlet. Originator of the *In the Bleachers* show, Mr. Mann is presented another year's renewal of his contract by Ozzie Haggeland (l), Twin City manager for Conoco, and C. D. Carlson, Chicago divisional manager for Conoco.

RACE RESULTS

Bill Would Ban Use of Radio

A PROPOSAL for legislation to outlaw interstate dissemination of race results by radio or other means for illegal use was advanced last week at the Attorney General's Conference on Law Enforcement Problems, held Wednesday in Washington.

The proposal was referred to the legislative committee for study and report by April 15.

A major problem to be solved in any such legislation, authorities pointed out, is the distinction to be drawn between broadcasts of racing information for legal purposes and those for illegal purposes. The resolution, which had the endorsement of the American Municipal Assn., would not be designed to prohibit dissemination of legitimate sports information.

Benedict P. Cottone, FCC general counsel, discussed FCC regulatory aspects, particularly with reference to uses of telephone and telegraph. He also cited the so-called WWDC Washington case of January 1948, in which FCC held with respect to broadcasts of horse race information that "the intent or design to assist the carrying on of illegal activities must be reasonably evident."

Attorney General J. Howard McGrath, who called the meeting of federal, state and local officials to map a campaign against organized crime, urged the active support of radio and press.

NEW four-page publication, *On Air*, released by the RCA Engineering Products Dept. to supplement its bimonthly *Broadcast News*, which gives latest RCA information on new equipment and developments in radio and TV field.

45.0 "HOOPER"*

*(average 5 periods, Winter, 1948)

proves the best buy in

DANVILLE, VA.

is

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

Programs

EVERY hour on the half-hour, CHUM Toronto airs its *Teleflash News*. In this show, listeners who have witnessed news events, such as accidents or robberies, call station and report. Items are checked with police and fire departments, hospitals, etc. before being used. Listeners are paid up to $5 for each item used by station.

Musical Talent Hunt

MUSIC instructors in Washington high schools act as talent scouts in contest currently being conducted over WMAL Washington. Most talented children in local high schools are entered in contest to determine two winners of $500 scholarship prizes. Different high school auditorium is scene of weekly broadcast with students in that school presenting their accomplishments. Show is sponsored by Hamilton National Bank, Washington, and aired Sunday at 5 p.m. Trophies are awarded best group performances.

'Court' Praised

TRIBUTE to DuMont TV Network's *Court of Current Issues* and its originator, Irvin Paul Sulds, was voiced by Rep. Frederic R. Coudert Jr. (R-N. Y.) in *Congressional Record* Feb. 9 issue. Rep. Coudert cited program, telecast Tuesday, 8-9 p.m., as example of visual education, praised Mr. Sulds for bringing it into "virtually thousands of homes," and noted latter had received citation from VFW in recognition of program's second anniversary. Rep. Coudert expressed hope *Court of Current Issues* would continue its "splendid work" and felt that if similar programs are developed and presented through television, "we can look forward to a period in our immediate future when we will have the best informed public of any nation in the world."

Charity Children Star

CHILDREN who are wards of Catholic Charities Institutions in New York are stars of new variety revue on WFUV (FM) Fordham U., New York. Series will last for 13 weeks and highlight different orphanage each week. Various celebrities, such as Eddie Dowling, actor and director; Connee Boswell, singer; Ethel Waters, singer and actress, act as guest m.c.'s. Production is handled by members of radio classes at Fordham.

TV Covers Flood

MOBILE unit of WCPO-TV Cincinnati covered high waters from bank of Ohio river for reportedly first major news event displayed over TV in that area. Site for telecast was under suspension bridge over river in Covington, Ky. Flooded downtown river front of Cincinnati was shown in two 15-minute periods. Jack Fogarty, WCPO newscaster, was narrator.

Congressional Issues

SERIES of weekly programs, *Meet Your Congress*, aired from Washington, are currently being presented over WHAT Philadelphia, Monday, 8:30-9 p.m. Most important issue under discussion in Congress is chosen by Blair Moody, who emcees show, and Congressmen who will be most influential in deciding its outcome discuss it with Mr. Moody.

Trying To Top

SHUFFLE bowling is added to sports attractions offered over WFIL-TV Philadelphia in new weekly series, *Top The Champ*, aired Monday, 9-9:30 p.m. Shuffle Bowling League has been holding elimination tournaments in area in preparation for choosing players who will appear on show. Contestants who have won out as local champions will compete with one another. Show is sponsored by Shuffle Bowling League of America which hopes to place many of its "Shuffle-Alley" machines in local recreation centers.

Network Honors City

IN HONOR of 100th anniversary celebration of San Luis Obispo, Calif., two Don Lee network shows originated from that city. Shows were Frank Hemingway newscasts and *Breakfast Gang*. Don Lee executives, including Pat Campbell, vice president in charge of station relations, and Tony LaFrano, director of network operations, attended.

States Spotlighted

NEW half-hour weekly television show starting Feb. 22 on KNBH (TV) Hollywood spotlights different home state each week, with participating audience made up by former residents of the state. Also featured are guest stars from particular state. Bill Welsh is m.c.

Panel of Sports

WEEKLY half-hour evening sports program with leading Canadian sports columnists is aired by CFRB Toronto. Program features review and commentary on the week's sports and has panel of five Toronto sports writers and guests with m.c. *The Sports Writers Show* is sponsored by a Toronto automobile agency.

Bridge and Sports Added

WEEKLY schedule of WOIC (TV) Washington has added *The Art of Sports* and *Lyons on Bridge*. First show, aired Thursday, 7:15-7:30 p.m., features Jim Simpson, sports director. Outstanding professional and semi-professional athletes exhibit their techniques before cameras. Second show is conducted by William Lyons, contract bridge expert, who uses rotating table and charts in demonstrating art of bridge. Show is heard in same time slot on Friday.

WAZL SURVEY

School Listening Rated

A COMPOSITION writing assignment for elementary school students gave WAZL Hazelton, Pa., an opportunity to determine pupils' listening preferences in that city.

Some 180 pupils of the A.D. Thomas Memorial School's fourth, fifth and sixth grades were assigned by their language teacher, Miss Grace Kleckner, to write a composition on the subject, "I Received a Radio for Christmas." As part of the composition, the students were asked to name their favorite radio programs, rating them first, second and third choice.

Hearing of this, WAZL asked Miss Kleckner for the papers and compiled the results. NBC's *Baby Snooks* program received the most votes for first choice by all three classes followed by MBS' *Straight Arrow* and *Roy Rogers*. As separate preferences, the fourth graders selected *Baby Snooks*, the fifth grade pupils *Straight Arrow* and the sixth graders' votes were tied for *Baby Snooks*, and NBC's *Life of Riley*. WAZL, which is affiliated with both NBC and Mutual, compiled results into a booklet for distribution.

AFA CAMPAIGN

Tops Previous Drives

THE THIRD Advertising Federation of America campaign to promote public understanding of advertising has topped all previous drives, according to Ralph Smith, executive vice president of Duane Jones Co., chairman of the committee in charge.

A new record also was set when radio stations took advantage of the transcription offer to order 715 platters. The campaign, opened Oct. 20, cooperated with other media to show how advertising reduces the cost of most consumer items.

ACME
IN SOUND REPRODUCTION
★
THE NEW
LANG-WORTH TRANSCRIPTION
★
LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

In every Southwestern home
CBS
. . . radio listeners eagerly await such programs as Jack Benny - Lux Theater - Arthur Godfrey - Edgar Bergen - Amos & Andy - Bing Crosby and scores of other big-name CBS Productions . . . This is a potent reason why KROD is your best radio buy in the El Paso Southwest.
KROD EL PASO
MORE DIALERS PER DOLLAR
CBS Affiliate
600 on Your Dial
5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
TAYLOR-BORROFF & CO., INC.
Reach This Rich Market
Through Your Southwestern Salesman

2nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New North Carolina fulltime 250 watt small market station seeking experienced manager. Opportunity to own interest in station if proven satisfactory. Box 103E, BROADCASTING.

Salesmen

Dominant radio station in primary southwestern market with TV companion station has opening for experienced, AAA-1 salesman with proven results record. Opportunity, salary and working conditions are inviting. Box 987D, BROADCASTING.

Time salesman for 250 watt northeastern station. Drawing account and commission. Box 35E, BROADCASTING.

Experienced salesman—aggressive, no high pressure. Permanent future to right man. Photo, background information required. Write frankly and completely. Box 70E, BROADCASTING.

Salesman wanted for 5 kw Mutual outlet in midsouth. A real producer can make money with liberal commission setup. Do not apply unless you can prove you now have heavy weekly billings, that you have always had heavy billings and that you know you can produce good contracts for an aggressive station in a competitive market. Reply to Box 149E, BROADCASTING.

Salesman—married man preferred who has stability and desires to join a going organization now in AM and FM broadcasting and soon in television. Station in 231,000 market and hustler will do all right by himself. Send sales qualifications and photo, if available to Sales Manager, Station WHBF, Rock Island, Illinois.

Immediate opening salesman. Small drawing account. Mileage paid. Earnings 15 per cent. Rural territory. Southerners preferred. Bob Wolfenden, WMEV, Marion, Virginia.

Enlarging sales staff: Covering south, New England? Desire increased earnings? Write: RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Experienced announcer desiring better position in progressive independent station in Kansas college town. Must be able to do play-by-play, news, special events. Must have ticket. Salary commensurate with ability, experience. Send audition disc, tape and references. Box 75E, BROADCASTING.

Announcer, able to attract and hold morning Carolina audience. Send disc, picture, references and salary requirement with letter. Box 131E, BROADCASTING.

Combination man wanted. If you are strong on commercials and record shows we would appreciate hearing from you. Send disc and full particulars first letter. Box 145E, BROADCASTING.

Announcer. Straight staff with interview and ad-lib ability. Control board operation. Prefer experience but will consider exceptional beginner with potential. Full details, no disc first letter. 250 watt net affiliate upper midwest. Box 156E, BROADCASTING.

Wanted—Announcer with first class license, accent on announcing. Starting salary $50.00 per week. Box 183E, BROADCASTING.

Unusual opportunity for topflight announcer. Requirements are high, but so is salary. Excellent working conditions. Must be a good news and commercial man with dignified, but not aloof delivery. Minimum of 3 years in commercial broadcasting required. Send audition, photo, etc. We will pay expenses for interview. Gaylord Avery, Program Director, KOWH, Omaha.

Help Wanted (Cont'd)

Announcer, about March 15. At least 2 years all-round experience, sober, no drifter. Must know board. Disc, background helpful but interview necessary. KXJK, Forrest City, Arkansas.

Combination announcer-engineer with first phone. Good voice necessary. Reply with full particulars to WRSW, Times Building, Warsaw, Indiana.

Announcer with some general staff experience, console operation. Prefer southerner. Give full particulars, previous experience, references, present earnings, starting salary, photo. Must be ambitious. WTPR, Paris, Tennessee.

Production-Programming, others

Program director, 5 kw Mutual midwest. Must have rural and independent programming background. Send photo, disc, complete background and salary requirements first letter. Box 141E, BROADCASTING.

Progressive metropolitan station needs high caliber, non-union western type group and non-union combination organist and pianist immediately. Please send background, qualifications and audition recording to Box 216E, BROADCASTING.

A leading station in one of the larger metropolitan eastern markets has an immediate opening for a top morning man. The pay is good. Send full particulars to Box 209E, BROADCASTING.

Television

Production-Programming, others

Television program director for established midwest station. Must have ability to take complete charge of programming and production. Write experience, qualifications, references and salary expected. Box 154E, BROADCASTING.

Situations Wanted

Managerial

Station manager. 7 years commercial manager. Experienced in new station organization. Promotion minded. Quality minded. Civic recognition. Currently earning $7,000 as commercial manager. Highest recommendations from local businessmen. Box 146E, BROADCASTING.

Successful manager looking for new station or station in red. Proven sales record. 8 years experience. Box 151E, BROADCASTING.

Capable, experienced manager, top success record, knows how when going is tough, wants better opportunity. Box 152E, BROADCASTING.

Manager, experienced in sales, programming, promotion with a good administrative background. Young, married, aggressive—ready for a larger market. Would like association with network affiliate in the south. No wonder boy—just a good solid manager. Top references. Box 177E, BROADCASTING.

Recent college grad, 25, single, with practical experience as station manager of 2 college stations and work in net affiliate available immediately. Can announce, write copy that sells and do programming. Also all other phases. Have references from top men in radio. Will go anywhere. Box 180E, BROADCASTING.

Manager. Now employed, with 15 years experience all phases broadcasting, plus valuable experience in allied professions. Proven results in administration, sales, programming. Have built one station, helped organize two others. Box 220E, BROADCASTING.

Owners: need a partner? 15 yrs. station promotion, management, sales, programming, interested in management, willing to invest in small station west of Miss. Box 143E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced program director and radio salesman would like position as small station manager. Box 191E, BROADCASTING.

Salesmen

Experienced salesman desires change, has radio know-how. Handle promotion. College man with winning personality. Box 80E, BROADCASTING.

Executive type, dynamic, experienced, successful, Univ. grad, desires sales position. Box 124E, BROADCASTING.

Topflight combination man, wants opportunity to sell. Prefer Texas. Box 128E, BROADCASTING.

Thoroughly experienced producer, hard-worker, good record, wants better opportunity. Box 153E, BROADCASTING.

Experienced announcer desires break in sales. Some experience selling. Live market desired. Will pitch in announcing. Hard worker; anxious to learn. Box 174E, BROADCASTING.

Can I sell radio advertising? Proven results my best qualification. Box 213E, BROADCASTING.

Announcers

Well known sports announcer available. Exclusive broadcast rights for '50 in this AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs., Hooperating and audience response. Proven results guaranteed by this settled college and radio educated man. Call George Taylor—Birmingham 6-6172 or Bessemer, Alabama 4866J. Box 907D, BROADCASTING.

Sportscaster, 4 years experience play-by-play. Now employed. Desires warmer climate, baseball. Disc, details, references. Also experienced program director. Box 42E, BROADCASTING.

Newsman—Distinctive voice, delivery plus excellent educational, newspaper, radio-newswriting background. Currently editor-newscaster network affiliated FM. Seeks return large sound AM. Family, dependable. Aircheck. Box 60E, BROADCASTING.

Sportscaster-announcer with 1st class ticket. Thoroughly experienced. Network type announcer. Outstanding baseball, basketball, football play-by-play. High caliber special events work. Top recommendations. Box 67E, BROADCASTING.

Combination, announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 68E, BROADCASTING.

Experienced—staff, play-by-play baseball, basketball. Emceed 4 hour di show. Young, married. Answer all responses. Box 72E, BROADCASTING.

Combination announcer-engineer. Excellent experience includes net announcing, two years program director of key regional. Now free lance, desire staff position with advancement possibility. Box 77E, BROADCASTING.

Some announcing experience, knowledge all phases of broadcasting and operation of consoles. Ambitious, dependable, married, sober, G. I., resume. Disc available, all offers answered. Box 98E, BROADCASTING.

B. A. in Radio, first ticket, studio and recording experience, announcing, engineering, combination. Available April 1st. Box 109E, BROADCASTING.

Sportscaster, experienced play-by-play, all sports, top references, handle staff and publicity. Single. Will travel. College grad. Let disc and background sell you. Box 121E, BROADCASTING.

Announcer, 7 years staff and personality experience. Box 122E, BROADCASTING.

Experienced announcer — overall announcing including news, DJ, commercials, etc. Operate console, write copy. Single, dependable, conscientious. Available immediately. Box 123E, BROADCASTING.

Situations Wanted (Cont'd)

Thoroughly experienced announ... available, seven years in all types radio, including sports—now empl... desires change, references. Write ... 127E, BROADCASTING.

Texas only, announcer-engineer, ... family, first class ticket, experience... can handle on the spot tape record... newscasts. Please hear my discs ... fore making salary offer. One mo... notice. Presently employed. Box 12... BROADCASTING.

Outstanding baseball announcer ava... able for coming season. Will perfo... limited staff work also. $100 per w... minimum. Box 132E, BROADCASTI...

Arthur Godfrey type morning ma... desire Godfrey's wages; announcer-e... erator 14 months experience; co... nuity, traffic editor; hillbilly to cla... cal programs; 3 years college, dra... west and northwest preferably. B... 136E, BROADCASTING.

Announcer-copywriter. Young, sing... graduate of leading advertising sch... in city, courses in announcing at Te... ple University. No practical expe... ence. Want to join station willing ... let me break in on the ground flo... Available at once. Prefer eastern st... tion, but will travel. Write for di... copy samples. Box 137E, BROAD... CASTING.

Engineer-announcer, 1st phone, emph... sis on announcing. News, sports, som... play-by-play football and baseball. ... years experience in 250 watt staff work... Now employed eastern seaboard, desir... change to southwest or west. P.S., no... a character. Box 138E, BROADCAST... ING.

Desire announcing job, 18 months ex... perience, all phases. Prefer midwest o... east. Box 139E, BROADCASTING.

Well spoken versatile announcer de... sires evening schedule. Good dresser, ... sober, dependable. No comedian, bu... heavy in studio and night club recor... shows. Solid news, gather, edit, cop... Run any board. Conscientious worker... Complete summary, photo, disc. Bo... 144E, BROADCASTING.

Announcer, salesman, actor. Specializ... news, commercials, music, ad-lib. ... years experience, 23, will travel. Prefer... midwest. Speech degree. Box 148E, ... BROADCASTING.

Baseball-football, basketball, all sports. Topflight play-by-play man available April 1, for summer or permanently. Experienced all phases radio. Best of references. Box 163E, BROADCAST... ING.

Attention Arizona-California. An... nouncer, 26, family man, three years ... experience. Specializing in news, play... by-play sports. Box 164E, BROAD... CASTING.

Announcer, 25, 4 years experience. Can rewrite and broadcast news. Box 165E, BROADCASTING.

Staff announcer, graduate leading radio school, 1 year experience all phases, ... can operate board. Disc available. ... can operate board. Box 168E, BROAD... CASTING.

Announcer, experience includes disc ... jockey work, newscasting, commercial ... announcing, etc. College graduate. ... Married. Available immediately for ... permanent position. Disc, references ... available. Call N. Y. Dickens, 5-0856 ... or write Box 169E, BROADCASTING.

Announcer, topflight pre-war caliber ... announcer with proven record is tired ... of the sticks. Wants chance to crack ... major market. Ten years solid experi... ence. Strong on news, sports, disc ... shows. Excellent references. Box 162E, ... BROADCASTING.

Sportcaster, 29, vet, sensational base... ball play-by-play by one who knows ... the game, also football, basketball, ... boxing and special events. 185,000 men ... can't be wrong! Box 175E BROAD... CASTING.

Announcer, age 23, 2 years varied ex... perience, news, sports, disc shows, ... special events and straight announcing. ... Hold first class engineering license. ... Desire west coast or midwest station. ... Box 178E, BROADCASTING.

Topflight sports, news and special ... events announcer and writer. 12 years ... play-by-play baseball, football, basket... ball and racing. Available immedi... ately. Box 187E, BROADCASTING.

XUM

Situations Wanted (Cont'd)

perienced news announcer and writer. Top references. Box 189E, ROADCASTING.

orts announcer with best station sponsor references, play-by-play, creations and studio programs would connection with station going TV. Box 190E, BROADCASTING.

operating costs. Man experienced phases announcing and writing, dio, sports, news, special events, fe top record traffic, continuity and men's programs. Available now. x 192E, BROADCASTING.

orts man available for coming base- season. Four years experience ay-by-play all sports. Presently em- yed. Good commercial man. Disc, oto, details on request. Box 193E, OADCASTING.

portscaster — Network commitments revents employer carrying sports. 3 ears major sports and staff work and as educated in university. Will travel nywhere but prefer the southeast outhern Texas and would like to ork for you year-round. Box 195E, ROADCASTING.

nnouncer, 22, 4 years staff experi- ence all phases, university grad, finest eferences, honestly ready for move. ill not disappoint. Box 196E, BROAD- ASTING.

isc jockey-singer; excellent voice, re- ased delivery, telegenic appearance; urrently running top-rated disc shows. eeking larger market. All-night or arly morning show preferred. Salary 85 plus talent. Box 197E, BROAD- ASTING.

nnouncer, 6 years experience, news, isc shows, interviews, commercials, nything and everything required of taff man. B. S. Degree. Box 200E, ROADCASTING.

nnouncer, young, limited experience; esires spot with progressive station; nxious to learn all phases; will travel nywhere. Box 201E, BROADCAST- NG.

nnouncer, vet, experienced news, isc jockey, console operation, college rad, speech major, play-by-play sport- an, desire job only in N. J., New ork, Conn., Pa., Missouri and Illinois. isc available. Box 203E, BROAD- ASTING.

portscaster seeking connection for oming baseball season. Solid radio ackground. Married, college. Per- onal interview preferred. Box 204E, ROADCASTING.

Married veteran, 26, 2½ years expe- rience at 250 watt station in all phases of broadcasting, except sports. Accent on newscasting and local coverage, but, plenty of experience in commer- cials, emcee, street broadcasting, and disc shows. Journalism degree, good recommendations, presently employed. For disc and photo, write Box 205E, BROADCASTING.

Are you looking for an announcer- writer combination? If you are and willing to take a chance on giving young man his first job write me Box 206E. BROADCASTING.

Well known New England sports an- nouncer. Four years at present station, all sports, college, married, age 28, $85 minimum. Box 215E, BROAD- CASTING.

Announcer, single, versatile, college graduate. Immediate connection with progressive station. Box 217E, BROAD- CASTING.

11 years experience, local, metropoli- tan and network, veteran announcer, news, sports, disc jockey, audience and special events, combo. Well versed in all phases of broadcasting, AM and FM. Sales, programming. Now em- ployed in managerial capacity. De- sire to make change in near future. Married, 31, prefer southwest or Cali- fornia. Box 218E, BROADCASTING.

Experienced announcer, staff, top morning man, deejay, musical director, married, dependable, hard worker. Presently employed, will travel, all replies answered. Box 221E, BROAD- CASTING.

Announcer-engineer, good voice and can read, experience in 1 kw net. and 250 independent. Available immedi- ately. R. A. Chambers, Powell, Wyo- ming.

Wanna hear me? Chief announcer-pro- gram director, 3 years net and inde- pendent. Good news, records, ad lib. Presently employed, good reason leav- ing. Excellent references. California preferred, personal interview in state. Available immediately. Jerry Dehaan, 1043½ W. Third St., Santa Ana, Cali- fornia.

Situations Wanted (Cont'd)

Staff announcer, experienced all phases. Operate board. Married, 26, available immediately. Box 120E, BROADCAST- ING.

Announcer, BA Degree, 24, single. 3½ years mike experience. Desire progres- sive 250 watt anywhere. George Doyle, 71 Emma St., New Bedford, Mass.

Combination man, 5 years experience as announcer, program director has re- cently acquired first class license. Will travel, young, married, can give references, addition on request. Jerrell Henry, 801 South Oakland, Carbondale, Illinois.

Versatile morning or staff announcer. Single, 24. University BA. 2 years experience. Travel. Bob Kenneth, 11402 Superior Avenue, Cleveland 6, Ohio.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writ- ers. Write, wire, phone for discs, etc.

Experienced combination man. Excel- lent announcer, newscaster, disc jockey; operator. Prefers western area. Disc available. Thomas Payne, 1512 N. Fairview, Burbank, Calif.

Graduate organized baseball umpire with radio sports announcing experi- ence, seeks baseball play-by-play po- sition for coming season. Contact C. Rohl, 3165 Portis, St. Louis 16, Mo.

Contact me if you're looking for an experienced and genuine style of an- nouncing. Versatility and competence are my calling card. Write or wire Art Schrayshuen, Beach Haven Ter- race, New Jersey.

Young vet, 23, 2 years college, 6 months commercial experience. Strong disc jockey, newscast, ideas, disc, photo on request. Frank Sentry, 2517 St. Ray- mond Ave., New York 61, N. Y.

All-round announcer. Specialty in news and continuity. Wishes job in native south. Farrel Smith, 117 E. Han- cock St., Milledgeville, Georgia.

Experienced announcer—work board, disc, news, personality shows. Want permanent opportunity. Age 23, single. Bob Troner, 83-20 Broadway, Elm- hurst, L. I., N. Y., HAvemeyer 9-8745.

Technical

Chief engineer seeking better boss. Able assume all your technical prob- lems in AM or FM including any direc- tional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

Chief or transmitter engineer, experi- enced, married, have car, no announc- ing. Box 917D, BROADCASTING.

Engineer 1st phone, telegraph, amateur, 7 years communications. No broadcast experience, very reliable, 25, married. Box 43E, BROADCASTING.

Engineer, 6 years experience in studio and transmitter installation, opera- tion and maintenance, single, presently employed. Box 56E, BROADCASTING.

Available immediately: Engineer, 1st phone. 2 years college, 5 years ex- perience—installation, maintenance and operation, AM and FM transmitters and studio equipment, etc. Sober, excel- lent references. Desire permanent posi- tion. Box 62E, BROADCASTING.

Thoroughly experienced chief engineer available soon. Details Box 78E, BROADCASTING.

Engineer, 1st phone, FM and AM ex- perience, sales training, married, 24 years old, veteran. Box 82E, BROAD- CASTING.

Situation wanted: March, 1950, Univer- sity of Minnesota Electrical Engineer- ing graduate desires position leading to chief engineer. Experience: 2 years 5,000 watt AM, 1 year 50 kw FM, trans- mitter and control operator. Available April 1, 1950. Box 83E, BROADCAST- ING.

Engineer, experienced, vet, car, mar- ried, desires position midwest or west. Box 88E, BROADCASTING.

Engineer, experienced 5 kw AM, 3 kw FM transmitter, control board and re- mote broadcasts. Single, car, prefer- ably NYC or vicinity. Box 96E, BROAD- CASTING.

Situations Wanted (Cont'd)

Engineer—2 years transmitter, remotes, 3 years Army radio, radar experience. Graduate RCA Institutes. Presently employed. Box 125E, BROADCAST- ING.

First class licensed engineer—experi- enced knowhow of recording, remote broadcasting, local and network opera- tions. Graduate of electronics school. Veteran. Willing to travel. Box 126E, BROADCASTING.

Engineer, experienced in broadcast work, single vet, have car. Would also consider buying interest in small pro- gressive southern station. Presently employed. Box 129E, BROADCAST- ING.

Engineer plus investment: engineer, 1st class, college graduate, 4 years experi- ence, wants to invest $10,000 in station. No announcing, not afraid of hard work. Box 134E, BROADCASTING.

Experienced transmitter control en- gineer. Presently chief 250 watt sta- tion. No announcing. CREI graduate. Prefer west. Box 135E, BROADCAST- ING.

Engineer, 18 years broadcast experience AM, FM directionals installation. Wants chiefs job, southeast, preferably Florida. Box 142E, BROADCASTING.

Engineer, 16 months experience; in- cluding remotes, transmitter, console operation, some announcing, single, 23 with car, will travel. Desire permanent position with progressive station. Box 157E, BROADCASTING.

Engineer, experienced on remotes, transmitter, console operation and maintenance. Single, have car, will travel. At present employed as chief. Box 158E, BROADCASTING.

Engineer first phone, young, single, experienced, transmitter AM and FM, console, remotes, recording. Box 160E, BROADCASTING.

Experienced engineer—first phone li- cense, graduate of leading technical radio broadcast institute. 9 years ham, high school graduate, 2 years college, 25, married, presently employed AM- FM network affiliate, experienced in transmitter operation and installation, remotes, console, recording. Box 167E, BROADCASTING.

Three years experience, 1 year as chief engineer, interested in new construc- tion with permanent position to follow. Family man, car, want to settle. Furnish references. Box 170E, BROADCAST- ING.

Engineer—first class phone. RCA In- stitute graduate. Some experience. Married. New England preferred. Box 186E, BROADCASTING.

Operator-engineer with experience and license dating to pre-war. Veteran, age 26, single with college degree. Will work combination shift. Willing to travel for the right job. Box 194E, BROADCASTING.

Transmitter engineer available imme- diately. 14 months all-round experi- ence—data upon request. Box 198E, BROADCASTING.

Experienced first class radio telephone operator. Currently with twenty kilo- watt New York City FM station. Ref- erences from same. Will travel. Box 199E, BROADCASTING.

Radio telephone 1st. class, Mo. exp. 25, travel, U. S. Box 202E, BROAD- CASTING.

Experienced engineer, console, trans- mitter, remotes, tape recording. Single, young, sober. Eugene Brown, Alden, Iowa.

Position as chief or staff engineer. Twenty years in radio. Experienced as chief. Rio Charland, 505 Fourth Avenue E., Cordele, Georgia.

Combination chief engineer-assistant manager. 26 years experience plan- ning, installing, operating stations. Will build new station or rebuild ailing station. Reasonable salary, excellent references. Permanent position desired. Kidd, Salida, Colorado.

Engineer first phone, class A ham, 8 months experience, single. Richard Roeder, 424 Raritan Avenue, Highland Park, N. J.

Situations Wanted (Cont'd)

Considerate employer and possiblity of learning more about radio important. Experienced as chief on 250 watt AMs. Age 35, married, two children. Con- sider any locale. Warren Smith, 903 Walsh, Austin, Texas.

First phone. Experienced AM, FM. Free to travel. Ed Southard, 2108 1st Ave. N, Birmingham, Ala. Phone 4- 4638.

First phone license, transmitter, con- sole, remotes; married, car. Want to settle in northeast. Available short notice. Box 108E, BROADCASTING.

Production-Programming, others

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCAST- ING.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teeto- taler. Box 925D, BROADCASTING.

Need a copywriter or a program di- rector with ideas? Try me. Presently employed, network affiliate. Box 14E, BROADCASTING.

Experienced young woman, versatile, attractive, desires staff position with western or intermountain station. Six years varied experience. Director wom- en's and children's programs, traffic, music library, public service. College graduate. Good voice, good personality. Available now. Box 34E, BROADCAST- ING.

Sports director and/or sportscaster can provide the very finest coverage on the major sports. Play-by-play base- ball, basketball, football is accurate, exciting, thrilling. Critics describe my work as among the nation's best. Top- notch voice. Employed, but available soon. Box 66E, BROADCASTING.

Gal with a future seeks job with a future. What have you for a woman commentator of proven experience, who has a way with sponsors, listeners and community that brings results? Can deliver outstanding job to progres- sive station requiring ideas, versatility, know-how. Immediately available for affiliation offering career opportunities. Box 89E, BROADCASTING.

Program director, writer, announcer, wants job with progressive AM station. Presently employed in FM. Specialty, ad-lib, special events. Disc, photo, references on request. Box 147E, BROADCASTING.

Man, 32, ex-news and sports editor and sportscaster of seven station network, seeks position with progressive station. Also versed in music and programming with 6 year journalistic background as reporter and editor. Box 155E, BROAD- CASTING.

I'm stymied. Experienced in continuity, news editing, programming, produc- tion, some announcing, but no oppor- tunity for advancing at present station. Want chance to grow with progressive station. College, married, not fright- ened by work. Prefer southeast, but consider anywhere. Box 161E, BROAD- CASTING.

Responsible, versatile production exec- utive will fill any combination of va- cancies on your team. University graduate, 7 years announcer to FM manager. News, music specialist. High references. Anywhere. Immediately. Box 176E. BROADCASTING.

Program director with 3 years experi- ence in continuity and traffic. Good air voice. Hard worker. College graduate. Want position in a progres- sive station, preferably one with TV plans. Box 179E. BROADCASTING.

With 7 years work in all phases of production, I'm now announcing for one of the finest stations in the coun- try. I'm searching for an outlet that needs a program director who gets a lot of satisfaction in building an au- dience. Full details on request. Box 181E. BROADCASTING.

Available in March, a good experienced man to handle your news, special events and fill in on announcing. 3 years experience, two with 10 kw ABC affiliates. Box 184E, BROADCAST- ING.

Program director-announcer seeks po- sition with small station in active market. Have worked all phases of ra- dio with success. No¹ a cheap man but reasonable and capable of doing the job. Box 185E. BROADCASTING.

(Continued on next page)

Situations Wanted

Experienced continuity writer. Excellent references. Modest requirements. Can also announce. Box 140E, BROADCASTING.

Program director and wife experienced traffic and continuity. Hard workers. Best references. Box 188E, BROADCASTING.

Programming is my goal! Presently employed as announcer: news, man on street, audience participation, popular and classical music, remotes. Write commercial copy. Strong on musical continuity, program formats. Handle one third of programming. Good knowledge of music and production. Operate console. 2 years college. Excellent references. Box 212E, BROADCASTING.

Program director, 3½ years network and independent experience. Salable program ideas, top staff and special events announcing experience. Spent last year in package program production and sales. Desires return to station operation in any programming or announcing job that offers permanent opportunity for secure future. Audition, photo, complete information by contacting Box 214E, BROADCASTING.

Writer, some experience as staff announcer. Can write, sell and run board. Experience gathering and presenting local news. Single, 30, will go anywhere. Bill Biggs, 321½ W. Vine St., Glendale 4, California.

Copywriters, trained in continuity, traffic, announcing and board work. $35.00 to $45.00 to start. Pathfinder School of Radio, 1222-A Oak St., K. C., Mo. Phone HA 0473.

Precision tape editing by network engineer. Ampex. Brush machines. Phone President 2-2553, New York.

For Sale

13,404 sq. ft. lot Washington, D. C.—Connecticut Ave., vicinity. Will sell or exchange for stock in station. Box 207E, BROADCASTING.

Equipment, etc.

Slightly used, but like new and in perfect condition Gates BF-250-A FM 250 watt transmitter and Hewlett-Packard combination frequency-modulation monitor type 335B. Make offer. Box 69E, BROADCASTING.

Collins 1 kw transmitter, excellent condition, 1 year component guarantee, FCC approved. $2000. Box 133E, BROADCASTING.

50 kw transmitter, RCA1050-B, available about March 1. Modifications include factory built around all or complete voltage feedback and A.C. on all tube filaments. $7200 worth of operating and spare tubes and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett Packard model 335B FM frequency and modulation monitor. New, in original shipping crate. Set up for 107.9 MC. Can be used on any frequency with proper crystal that can be obtained from H-P. Cost originally $935.00. Write Box 159E, BROADCASTING.

Tape recorder. Will accept used tape or wire recorder in trade on brand new Magnecorder. Give full details your equipment. Box 182E, BROADCASTING.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower. Write: KOMF, Tulsa, Oklahoma.

One Meissner AM and FM tuner. Model #9-1091C, practically new, make us an offer. WMMW, P. O. Box 822, Meriden, Conn.

For sale! RCA 1EA—1 kw AM transmitter. Complete with tubes and spares. Excellent condition. Now in service as auxiliary. $2000. Contact William D. Mangold, Chief Engineer, WTSP, St. Petersburg, Florida.

Wanted to Buy

Stations

Experienced broadcaster wants control or full ownership eastern or southern station. Realistic price only consideration. Box 166E, BROADCASTING.

Interested buying local: regional station, midwest, south. Supply prices, confidential information—experienced broadcaster. Box 219E, BROADCASTING.

Wanted to Buy (Cont'd)

Equipment, etc.

New or used Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKVM-A-recibo, P. R.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Rush all details and price. United Bcstg. Co., 301 E. Erie St., Chicago 11, Ill.

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

Announcers

Air salesman with power packed morning show idea needed immediately for leading big city, fulltime independent station. Need magnetic radio personality with consistent listener appeal, must have effective air selling skill like this fellow Godfrey, only you know you can do better. This is your opportunity to hit the jackpot in radio. No other chance like it in any big city. Please, no bums or broken down yakkity-yak men need apply. If you are good we will investigate to give you that chance of a lifetime. Send full details and photo plus audition disc.

Box 208E, BROADCASTING

Production-Programming, others

SALES PROMOTION MANAGER

AM and TV. Work directly with sales department. Midwest location. Metropolitan market. Salary $375 month start.

BOX 210E, BROADCASTING

Situations Wanted

Managerial

DO YOU WANT - - -

Two men, currently in top national positions, with 35 years of combined successful programming, sales and managerial experience in local, regional and network radio and television—who will exchange guarantee of successful operation for interest in station in medium sized market. Agency and client contacts, goodwill and public relations, the best. Would consider buying right property. All replies treated in strictest confidence. Reply to

BOX 173E, BROADCASTING

Production-Programming, others

NETWORK PROMOTION MANAGER

seeks opportunity to build sales and audience on local basis. Regional net, group ownership or live local station can benefit best from these years of station, network AM-TV experience. Winner of many national promotion awards. Highest trade references including present employer (Director of Network). Prefer east but will move to greatest opportunity.

BOX 172E, BROADCASTING

NOW AVAILABLE

PD-Announcer. 13 years experience in all phases of radio:—news bureau, continuity, programming, showbuilding. Proven record. Best references. $100 wk. min. Less if opportunity unusual.

BOX 211E, BROADCASTING

For Sale

Equipment, etc.

BROADCASTERS
ATTENTION!
FOR SALE
2 Lehigh Towers
325 feet high
Complete with lighting
Just painted
and
a 5000-1000 watt
TRANSMITTER
well known make
complete with spare
parts and tubes
presently in operation
19 hours daily

If you are getting on the air with a new station or increasing power, this set-up will enable you to keep within a limited budget

Write Box 20E
BROADCASTING

For Sale (Cont'd)

50 KW TRANSMITTER

Composite with some spares and numerous "junkbox" items.

Will consider any reasonable offer for complete equipment or component parts.

Joseph B. Haigh, KABC,
San Antonio, Texas

FOR SALE: 1 Raytheon RA 1000 transmitter complete with tubes, 1 Raytheon RL 10 limiting amplifier, 1 Gates modulation monitor, 1 General Radio frequency monitor set for 1000 kc, 2 Gates racks, 2 RCA 73B recorders complete with amplifiers, advance ball kit suction equipment microscopes and switching panel, 1 RCA 76C studio console with desk cut for mounting, 1 extra steel desk for mounting 76 studio console, 1 BCS-1A master switching console with slave unit and power supply, 11 ROA wall cabinets and speakers, 1 portable BK 401 Brush Sound mirror, 1 Began dual speed record playback, 2 RCA wall cabinets complete with 5 jack strips, audio terminal blocks and blank panels, 1 RCA LC-1A speaker with cabinet and filter, 1 RCA type 74B jr. velocity mike, 3 RCA 77D polydirectional mikes. Several desk mike stands, floorstands and boom stand, 2 Presto turntables, 2 custom built console cabinets for mounting console and turntables, 4 Radio music arms complete with 2 vertical heads and 2 Universal heads. Any or all of the above equipment for sale at approximately 60% of new cost. Contact Edward G. Thoms, General Manager, WKJG, Fort Wayne, Ind.

Employment Service

. . . M-E-M-O . . .

Consult
R. R. R.
re: Personnel problems

Employment Specialists
P. O. Box 413—Phila. 5

KXOK-FM PLANS
FCC Approves Expansion

KXOK-FM St. Louis, owned by the Star-Times Pub. Co., has received formal approval from the FCC for expansion of its facilities, according to C. L. Thomas, general manager of KXOK-AM-FM. The FCC, Mr. Thomas announced, approved the sale by KWK St. Louis to KXOK of a 574 ft. tower, transmitter and equipment, plus a long-term lease on the 21st floor of the Boatman's Bank Bldg., on top of which the tower is located.

When the newly acquired facilities are placed in operation, KXOK-FM will broadcast with effective radiated power of 70 kw, Mr. Thomas stated. He also pointed out that the new tower will be used for television transmission, when and if the FCC approves the *Star Times'* pending application. KXOK-FM has been operating on Channel 229 (93.7 mc) with 11.4 kw.

Allied Arts

SIDNEY GUBER appointed eastern division sales manager of Charles Michelson Inc., New York transcription firm.

S. BERCOVICI's new 15-minute *Assault and Flattery* being syndicated by Cooperative Broadcasting Assn., Washington. Company is offering program on sustaining or commercial basis.

C. SCOTT FLETCHER, president of Encyclopaedia Britannica Films Inc., elected a director of Muzak Corp., New York.

BILL PASMAN joins writing staff of Jam Handy Organization, Detroit. He will be engaged in contact work. Previously, he was with General Motors photographic department.

LARRY KENT, formerly manager of United Airlines Hollywood office, named vice president of Art Rush Inc., program packager and artist management, that city.

STORECAST Inc. last week completed negotiations with 113 Acme Super Markets in northern New Jersey to start service in stores. Storecast is expected to use a New York FM station as its outlet, probably WMCA-FM.

BUCK HARRIS, public relations director, Screen Actors Guild, is the father of a girl, Patricia.

HAL TATE Radio Productions moves to new location at 831 S. Wabash Ave., Chicago.

Equipment

RAY P. KROGH, associated with sales department of Webster Electric Co., Racine, Wis., for past 15 years, appointed to represent company's sound and intercommunication division in eastern and southern Wisconsin and eastern upper peninsula of Michigan. Headquarters are in Racine. SAM SHAW, now representing company in same division in western Pennsylvania, will also represent company in eastern Ohio.

BRUSH DEVELOPMENT Co., Cleveland, introducing large and complete line of magnetic tape recorders for 1950. Eight new models being placed on the market.

F. P. BARNES appointed sales manager of broadcast equipment for General Electric Co., Syracuse, N. Y., and L. W. GOOSTREE Jr. named sales manager of communication equipment for company.

Mr. Barnes

AUDAK Co., New York, issues folder concerning its polyphase reproducer system which has stylus replacements enabling numerous types of records to be played on same machine.

BERLANT Assoc., Los Angeles, announces introduction of Concertone, new high fidelity magnetic tape recorder designed for custom installation in studios.

WILLIAM REID joins Stancil-Hoffman Corp., Hollywood, as production supervisor to increase production of Minitape and companion playback unit.

RADIO NEWSMEN

Ohio Meet Set For June 17

SESSIONS on city, disaster and TV news coverage and an address by Elmer Davis, veteran ABC newsman, will highlight the second annual Radio News Editors Conference at Kent State U., Kent, Ohio, June 17.

Director of the one-day conference is Charles Day, president of the Ohio Assn. of Radio News Directors and news director at WGAR Cleveland. Registration fee for the conference is $15, according to Carleton J. Smyth, executive secretary of the Kent State School of Journalism, sponsor of the conference in cooperation with NAB.

Southwest Independent

$40,000.00

This 250 watt fulltime independent was established in 1948, equipped with Western Electric, new at the time of installation, sound-proof studios, two miles from heart of city, antenna on grounds making possible combination men and low operating cost. Only station in city where newspapers estimate population in excess 20,000.

Present owner involved in several other businesses and cannot devote much time to operation of station. Experienced owner with the know-how should net $20,000.00 a year. Terms can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

SLASH FILM PRODUCTION COSTS

with the Fairchild PIC-SYNC* Tape Recorder

**Pic-Sync means "in sync" with picture camera regardless of tape stretch.*

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You *eliminate* these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once . . . check it . . . erase the track . . . retake the sound *before the talent, the set and crew are disbanded.*

Now Use ¼" Tape For All Original Sound Tracks

Fairchild's development of the PIC-SYNC feature makes possible the use of ¼" tape. Sprocket driven magnetic tape is costly.

- **¼" tape costs 80% less than 16 mm magnetic tape.**
- **¼" tape requires 50% less storage space.**
- **¼" tape is easier to handle.**
- **¼" tape assures more intimate contact with the heads.**
- **¼" tape has more uniform coating—less amplitude flutter.**
- **¼" tape eliminates roughness of tone caused by sprocket drive.**

Bulletin fully describes the new PIC-SYNC Tape Recorder. Send for your copy today.

TELEVISION SAFETY SOUND TRACK RECORDING

CBS-TV saves $24.00 per hour by making safety sound tracks of television recordings with the Fairchild PIC-SYNC Tape Recorder.

FR-110

Fairchild RECORDING EQUIPMENT CORPORATION

I. R. E. SHOW BOOTH E

154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

ACTIONS OF THE FCC

FEBRUARY 10 to FEBRUARY 17

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 10 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

WFPA Fort Payne, Ala.—CP to change from 1290 kc 250 w D to 1400 kc 250 w unl.

AM—1290 kc

Jennings Bcstg. Co. Inc., Jennings, La.—CP new AM station 1490 kc 250 w unl. AMENDED to request 1290 kc 500 w D.

AM—1380 kc

WAWZ Zarephath, N. J.—CP new AM station to change from 1380 kc 5 kw-D 1 kw-N DA-1 to 1380 kc 5 kw unl.

Modification of License

KFAC Los Angeles—Mod. license AM station to change from DA-DN to DA-N.

CP to Reinstate

WCHF New Orleans—CP to replace expired CP for new AM station on 1540 kc 50 kw-D 25 kw-N DA.

SSA—1460 kc

WOKO Albany, N. Y.—Request for extension SSA on 1460 kc 1 kw-D 500 w-N period beginning Feb. 15 and ending no later than April 24.

License Renewal

Request for license renewal new AM station: KSEI Pocatello, Ida.; KSAL Salina, Kan.; WMID Atlantic City; WBEN Buffalo; WCNR Bloomsburg, Pa.

Modification of CP

Mod. CP new FM station for extension of completion date: WSGN-FM Birmingham, Ala.; KNX Hollywood, Calif.; KCBS-FM San Francisco; WSPD-FM Toledo; WKMH-FM Dearborn.

License Renewal

KDYL-FM Salt Lake City, Utah—Request for license renewal FM station.
WFNC-FM Fayetteville, N. C.—Same.

TENDERED FOR FILING

AM—1230 kc

KGEK Sterling, Col.—CP to change from 1230 kc 100 w D to 1230 kc 250 w D.

February 13 Decisions . . .

ACTIONS ON MOTIONS

(By Comr. Frieda B. Hennock)

Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Granted petition Jan. 31, to extend time in which to file exceptions to Initial Decision in proceeding in Dockets 8415 and 8870 to period 20-days from date of Commission's final action on petition to remand Initial Decision to Hearing Examiner; petition of Feb. 7 to extend this period to Feb. 28, is dismissed as moot.

KTED Universal Radio Features Syndicate, Laguna Beach, Calif.—Granted petition for dismissal without prejudice of application to increase power to 1 kw unl. DA-1.

KCNC Fort Worth, Tex.—Granted dismissal without prejudice of application to increase power to 1 kw unl. and for leave to intervene in hearing on application of James H. Sligar.

David M. Segal, Idabel, Okla.—Denied petition for 90-day continuance of hearing presently scheduled for March 28, at Washington, D. C. in proceeding re Segal application and that of Gateway Bcstg. Co., Texarkana, Ark.

KLZ Denver, Col.—Granted extension of time to March 1 to file exceptions to Initial Decision issued in matter of KWTO Springfield, Mo.

WTRF Tri-City Bcstg. Co., Bellaire, Ohio—Granted dismissal without prejudice of application to increase power to 1 kw unl.

FCC General Counsel—Granted extention to March 6 to file exceptions to Initial Decision in matter of KPPC Pasadena, Calif.

(By Examiner J. D. Cunningham)

Nebraska Rural Radio Assn., Lexington, Neb.—Granted leave to amend application so as to specify power output of 25 kw, and different tran. site; hearing status not disturbed.

WOR New York—Granted extension to March 27 to submit proposed findings in proceeding re Dockets 9275, et al.

(By Examiner Fanney N. Litvin)

KOJM North Montana Bcstg. Co., Havre, Mont.—Granted leave to amend application so as to submit current information with respect to financial qualifications, program plans and eng. proposal.

(By Examiner Elizabeth C. Smith)

The Binghamton Bcstrs. Inc., Binghamton, N. Y.—Granted indefinite continuance of hearing re application; hearing presently scheduled for Feb. 13.

(By Examiner Jack P. Blume)

The Home Telephone and Telegraph Co., Fort Wayne, Ind.—Granted in part petition for indefinite continuance of hearing presently scheduled for Feb. 15, hearing continued to March 20.

February 14 Decisions . . .

BY THE SECRETARY

WAFM-TV Birmingham, Ala.—Granted license new commercial TV station. Chan. 13. (210-216 mc) 26 kw vis. 13 kw aur., 875 ft.

WOR-FM General Teleradio Inc., New York—Granted request to cancel license which expires 3-1-51. Station now operating on interim operation at North Bergen, N. J. new location and has been granted CP for extension of completion date to 8-28-50.

Following were granted mod. CPs for extension of completion dates as shown: WVMI Biloxi, Miss. to 5-15-50; WLEE Richmond, Va. to 8-22-50; KOEL Oelwein, Ia. to 3-14-50; KSUB Cedar City, Utah to 5-10-50.

Ishpeming Bcstg. Co., Ishpeming, Mich. — Granted license new remote pickup KA-5350.

WIFM Elkin, N. C.—Granted license new FM station; Ch. 265 (100.9 mc) 350 w, minus 35 ft.

KDNT Denton, Tex.—Granted license change trans. location.

WIBC Indianapolis, Ind.—Granted license increase power to 10 kw-N 50 kw-LS, install new trans. and DA, change trans. location.

WATM Atmore, Ala.—Granted license new AM station, 1580 kc 250 w D.

WCDL Carbondale, Pa.—Granted license new AM station; 1230 kc, 250 w unl.

KWJB Globe, Ariz.—Granted license install new vertical ant. change type of trans. and change trans. and studio locations.

KIBL Beeville, Tex.—Granted license install new trans.

WBBQ Augusta, Ga.—Granted license to add top loading to presently licensed vertical ant.

WMUS-FM Muskegon, Mich.—Granted mod. license to change studio location.

WKAP Allentown, Pa.—Same.

Lincoln Operating Co. as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Granted CP new remote pickup KA-5775.

KREW Sunnyside, Wash.—Granted mod. CP for approval of ant., trans. and studio locations.

Midland Bcstg. Co., Kansas City, Mo.—Granted mod. CP to change power from 200 w vis. & aur. to 500 w vis., 250 w aur. and to make ant. and equipment changes KA2XAQ.

Following granted mod. CPs for extension of completion dates as shown: KANW Albuquerque, N. M. to 5-29-50; KFEL-FM Denver, Col. to 8-15-50; KFSA-FM Ft. Smith, Ark. to 7-1-50; WDOK Cleveland to 5-28-50; WABA Aguadilla, P. R., for period of six mos. after Feb. 2; WTBO-FM Cumberland, Md. to 9-1-50; WCAP-FM Asbury Park, N. J. to 9-3-50; WRBI Blue Island, Ill. to 8-1-50; KRON-FM San Francisco to 9-3-50; WTOL-FM Toledo, Ohio to 8-8-50; KIB-41 Columbus, Ga. to 7-1-50; KIA-80 Chattanooga, Tenn. 8-28-50; WKAT-FM Miami Beach, Fla. to 7-26-50; WFMD Frederick, Md. to 8-15-50; KSTT Davenport, Iowa to 8-23-50; WILM Wilmington, Del. to 8-14-50; KOOK Billings, Mont. to 6-28-50.

WHUM Eastern Radio Corp., Reading, Pa.—Granted license install new trans.

WOCB Bristol Bcstg. Co. Inc., West Yarmouth, Mass. and WNBH New Bedford, Mass.—Granted assignment of licenses to E. Anthony & Sons Inc.; assignee owns all outstanding capital stock of assignor. Action involves transfer of all assets subject to liabilities of assignor to assignee and liquidation of assignor corp.

WMVA Near Martinsville, Va.—Granted license change vertical ant. mounting of FM ant. on AM tower, change trans. and studio locations and change in type of trans.

George E. Cameron, Jr., Tulsa, Okla.—Granted CP and license new experimental TV relay KA-5767.

State of Wisconsin, State Radio Council, Madison, Wis.—Granted CP for new noncommercial educational FM station; Ch. 212 (90.3 mc) 15 kw, 990 ft. Trans. site at Holmen, Wis.

WVSH Huntington, Ind.—Granted mod. CP to change type trans. and make changes in ant. system.

KJFJ Webster City, Ia.—Granted mod. CP for extension of completion date to 3-1-50.

Central States Bcstg. Co., Omaha, Neb. — Granted license new remote pickup KA5017.

KOIN-FM Portland, Ore.—Granted license new FM station; Ch. 266 (101.1 mc) 48 kw, 1,390 ft.

Following were granted CP's new remote pickups: KA-5745-6, KOA-994, Wescoast Bcstg. Co., Wenatchee, Wash.; KA-5744, KIB-759 Union-Carolina Bcstg. Co., Union, S. C.; KA-3860 Frontier Bcstg. Co. Inc., Waco, Tex.; KA-3764 Harwell V. Shepard, Denton, Tex.; KA-5776 Estate of James J. Murray, Lewisburg, Tenn.; KA-3189 Frank E. Hurt & Son, Nampa, Ida.; KKC-464-65 Baptist General Convention of Tex., Dallas; KA-5777 Altus, Okla.; KIB-756, KA-2674 Middle Tenn. Bcstg. Co., Columbia, Tenn.; KA-3381, KKE-980, KA-3857, KA-3850, KA-3859 Frontier Bcstg. Co., Waco, Tex.

NBC Area New York City—Granted request to delete station KA-5173. New application filed to use same call but different type trans.

Donald Lewis Hathaway, Casper, Wyo.—Granted license for new remote pickups KA-4926, KA-4923.

WLET-FM Toccoa, Ga.—Granted license to cover CP which reinstated CP change in FM station; Ch. 291 (106.1 mc) 10 kw; 910 ft.

WCFC Beckley, W. Va.—Granted voluntary relinquishment of control of licensee corp. by Charles Hodel; Hodel owns 1,009 sh. or 52.41%, of outstanding capital stock of licensee; he transfers 99 sh. as gifts to members of his family, reducing his ownership to 910 sh. or 47.27%.

WMBI-FM Chicago—Granted change in existing FM station; Ch. 238 (95.5 mc) 50 kw; 440 ft.

WEBR Buffalo, N. Y.—Granted cancellation of license for aux. trans.

WADC Akron, O.—Granted license install new trans.

WNAH Nashville, Tenn.—Granted license new AM station and specify studio location; 1360 kc 1 kw, D.

KALA Sitka, Alaska—Granted license for new AM station; 1400 kc 250 w unl.

KIVY Crockett, Tex.—Granted license for new AM station; 1570 kc 250 w D.

WSDX Southern Baptist Theological Seminary, Louisville, Ky. — Granted mod. CP to change trans., make changes in ant. system.

February 14 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: KJFJ Webster City, Ia.; WLEW Bad Axe., Mich.; WBLT Bedford, Va.

TENDERED FOR FILING

AM—1290 kc

KFRB Fairbanks, Alaska—CP new AM station to change from 1290 kc 1 kw unl. to 1290 kc 5 kw unl.

AM—1290 kc

WIKC Bogalusa, La.—CP change from 1490 kc 250 w unl. to 1290 kc 1 kw-D 500 w-N DA-N.

(Continued on page 83)

SPORTS DINNER

WFMJ Co-Sponsors Eve

WITH approximately 425 sport fans and celebrities in attendance, WFMJ Youngstown, Ohio, held its fourth annual Sportsmen's Dinner Feb. 7 in the Hotel Pick-Ohio.

Dick Barrett, East High's veteran football coach and winner of a two-month poll to determine the Youngstown district's "outstanding sports personality of 1949," was awarded the James A. Henderson Trophy. The presentation was made by WFMJ Sports Director Lee Leonard.

Featured speaker was Bill Corum, New York sportscaster and sports columnist. Other speakers included dinner co-sponsors James A. Henderson, president of the Henderson Chevrolet Co., and William F. Maag Jr., publisher of *The Youngstown Vindicator* and president of WFMJ.

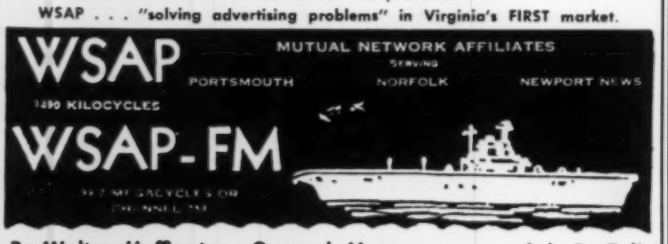
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it **impossible.**

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager **Ask Ra-Tel!**

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contact
JOSEPH HERSHEY McGILLVRA INC
366 Madison Avenue New York
Murray Hill 2-8755

HIGH-POWER TRANSMITTING TUBES FOR AM

Big stations serving big areas know G-E triodes will keep them on the air effectively... dependably!

GL-891-R and GL-892-R
10 kw power output typical operation, Class C Telegraphy. (The two tubes are similar except for the amplification factor, which is 8.5 for the GL-891-R, 50 for the GL-892-R.)

GL-9C22
65 kw power output typical operation, Class C Telegraphy.

GL-895-R
84 kw power output typical operation, Class C Telegraphy.

You have plenty at stake in the performance of your power tubes. On them, your station owners, advertisers, and listening public all rely in terms of signal volume and continuity. Play safe by choosing General Electric! Install superior tubes . . . as built by a foremost manufacturer, and backed by a responsibility that is alert to your needs and to the importance of your tube investment.

All commonly used types, such as those illustrated, are in the G-E line —many of them water-cooled or forced-air-cooled according to your requirements. Also, there are G-E modulator and driving-stage tubes; receiving types; *rectifier tubes* of all capacities for a-c to d-c conversion.

You can get all General Electric tubes for broadcasting from one source—your G-E tube distributor. He's near you, so in a position to give *fast* delivery. Moreover, his extensive and varied stock enables you to economize in respect to your own inventory of "spares."

Phone your distributor today! Learn how he can help you keep tube performance up, costs down. Also—ask him for your copy of the new booklet on increased tube life prepared by G-E engineers as an aid to radio-station operators. It's free! *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

180-J2

Advertisement

From where I sit *by* Joe Marsh

"Left-Handed Compliment"

See where a bank in Denver is putting in left-handed checkbooks. They figure their southpaw depositors deserve just as much consideration as the right-handers.

Time was when left-handed people had no right to exist at all. If a youngster even showed signs of using his left hand, his parents were supposed to break him of the habit—to *force* him to use his right!

But today most doctors will tell you that changing a child's natural left-handed tendency usually causes more harm than good. Stammering and other nervous disorders often get their start that way with children.

From where I sit, if a man wants to use his left hand—that's *his* business. It's not a good idea to make anyone do things our way, because *we* think it's right. Personally, I think a mellow glass of beer is the finest beverage on earth. If you happen to prefer a Coke—why, go to it! Only leave me the same freedom of choice, won't you?

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Feature

(Continued from page 30)

soap trade was accentuated because of the powerful promotional value of combined air and trade paper impact and since these industries are among radio's foremost supporters and timebuyers the measure of popularity was great.

Prior to the show, handbills, newspaper ads, store banners and word-of-mouth publicity by store personnel help insure a large audience in the store on the day of the broadcast. The program is transcribed during the week and aired Saturday, 9-9:15 a.m., to attract the housewife on her heaviest shopping day of the week.

While *Grocer's Spotlight* is cosponsor, it also gives strong editorial coverage to all phases of the show. In addition, WJR runs half-page advertisements each week in the paper, listing 18 leading products advertised on the station during the period. Radio advertising is cited as: "That (which) helps the grocer ring his cash register more often" and as "the food industry's greatest advertising medium."

Profile of the Grocer

Ron Gamble is m.c. of the quiz show. He picks contestants from customers in the selected store who are given grab-bags of groceries as prizes. Second half of the program is given over to a salute to the honored grocer. A brief background sketch is aired, together with comments from nominating letters. The "Grocer of the Week" then receives a certificate of merit and a portable radio.

The favorable response, not only from the public, but also from all segments of the grocery business (retailer, wholesaler, manufacturer), has convinced WJR that it has tapped the goodwill life stream with its new program.

KELL REQUEST

FCC Denies Extension

EXTENSION of completion date for KELL Waxahachie, Tex., has been denied by FCC because the applicant indicated it wished to complete the station only to assign it to another group. KELL, assigned 500 w daytime on 1390 kc, is owned by Ellis County Broadcasting Co.

FCC said it had been told by Ellis County Broadcasting it would take six months to complete KELL. Request for transfer, filed last fall, seeks approval for assignment of the permit to new partnership composed of William S. Conley, radio and electrical engineering student, and C. C. Elkins, 25% owner of KELT Electra, Tex. [BROADCASTING, Oct. 17, 1949]. Sellers include C. C. Woodson, Enterprise Pub. Co., Waxahachie, and United Pub. Co., Fnnis, Tex., each 25% interest, and group of five others. Consideration is $1,900.

Telecasting Insert

Pull Out for Filing

KLIF FULLTIME

Dallas' First 24-Hour Outl

KLIF Dallas, hitherto a daytim station, became Dallas' first 2 hour station when it started a night broadcasts Feb. 13.

Gordon McLendon, executive d rector, said ever since KLIF we on the air Nov. 9, 1947, the st tion's management had been see ing an FCC grant for 24-ho operation.

Billboards throughout the ci were used to herald KLIF's ne schedule. They featured a pla motif in line with Mr. McLendon' self-styled character as "The O Scotchman" in his sportscasts.

Newspaper ads also were use showing a kilted character holdi an alarm clock, reading "First A Station in Dallas with Round-the Clock Service." KLIF is the ke station for Liberty Broadcastin System.

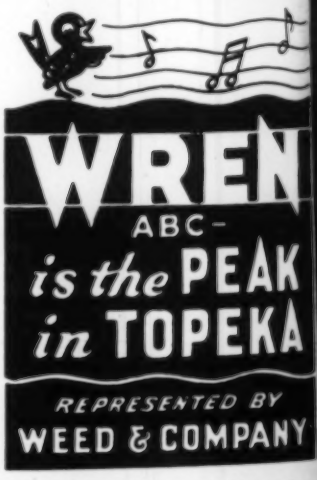
LIBRARY of Congress has prepare book titled *The United States and Eu rope* 1949, a bibliographical examina tion of thought expressed in American publications during that year. Copie may be obtained from Card Div. o Library for $1.30.

KFAR KENI TO NBC

Alaska Stations Affiliate

KFAR Fairbanks and KENI An chorage, Alaska, have announced affiliation with NBC, effective last Wednesday (Feb. 15). All NBC programs will be broadcast, the outlets said, by Magnarecorder tape in Seattle which is air-expressed to Alaska, and via shortwave through the Alaskan Communication System.

KFAR and KENI, stations of the Midnight Sun Broadcasting Co., are owned and operated by Capt. Austin E. Lathrop. KFAR operates with 10 kw on 660 kc and first went on the air in 1939. KENI is on 550 kc with 5 kw and first began its operation in 1948.



FEBRUARY 20, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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TELECASTING

National Press Bldg. Washington 4, D. C. | FEBRUARY 20, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

FCC HITS NBC SAT. PLAN

Says Network Rules Violated

FCC HELD last week that NBC's arrangements for its forthcoming 2½-hour Saturday night television series violate the Commission's Network Rules, and started handing out temporary licenses to affiliates which had agreed to take all or part of the show.

The Commission called upon NBC and 18 TV affiliates for sworn statements on the subject by next Friday, day before the series is slated to start. Meanwhile FCC set aside the license renewals granted to WPTZ Philadelphia and WTMJ-TV Milwaukee last month and put them on temporary licenses instead. Spokesmen said the other affiliates involved do not yet have regular licenses or are not currently up for renewal.

Whether FCC will call hearings upon the license renewal applications of the network's owned stations and affiliates which had agreed to take the Saturday night show will be decided after their comments have been received and studied.

NBC Statement

NBC meanwhile released a statement saying it "has kept the Commission informed of its plan for Saturday night television and its efforts to make 'big-time' television available to the smaller advertisers. We will proceed with our Saturday night program under whatever arrangements the Commission may deem appropriate."

It was learned on good authority that the network is prepared to revise its Saturday night arrangements—particularly the station arrangements—if necessary to stay within FCC regulations. Network attorneys were known to be studying the situation with a view to making modifications.

The network is determined, however, to present the variety type program, featuring Sid Caesar in New York and Jack Carter in Chicago, beginning Feb. 25 as scheduled.

FCC's action was disclosed Thursday in letters sent to NBC and the affiliates concerned.

It related to the second of two offers NBC had made to affiliates for 2½ hours of time on Saturday (8-10:30 NYT) for a 13-week series [TELECASTING, Jan. 9, 30, Feb. 6]. The first offer was withdrawn after DuMont Network protested and asked FCC to investigate. Neither the first nor the second offer named the advertisers who would buy the time.

In its letter, FCC held:

● Since NBC did not cancel its first offer to affiliates until it made the second, stations which had accepted the initial offer had in effect given NBC an option and were not free during that period to accept any other program.

● Similarly, the second offer also secured an option for NBC, because stations which accepted it were bound while NBC was not until "a sufficient number of affiliates" had accepted.

● Since the series was to start Feb. 25, the "option"—or offer—"is in violation of Sec. 3,634 of the Commission's Rules and Regulations in that by its very term it can be exercised on less than 56 days' notice and is exclusive as against other networks."

The Commission found the arrangements "objectionable" for other reasons. Purchase of time for resale to unidentified advertisers, FCC said, "raises serious problems in light of the Commission's consistent policy against time brokerage arrangements which impair the maintenance of licensee responsibility." FCC letter continued:

. . . In the second place, the order was for a segment of time to be used for programs which appear to have no inherent unity necessitating such a large block of time and which were to be sold to sponsors who apparently were not to be obtained until after the stations solicited had committed the time to NBC for such sale.

The NBC requested a firm commitment but did not, as to itself, offer a firm commitment, inasmuch as the order was "subject to confirmation of acceptance by a sufficient number of affiliates to justify our proceeding," and compensation to the stations was to be computed as if each half hour were being sold at the station's half-hour rate.

When viewed together, these elements indicate that what is in fact created is an exclusive affiliation with NBC and an exclusive option for two and one-half hours of time (or such shorter period as the station may have accepted) to be resold by NBC to unidentified advertisers. This would have the effect, particularly in one-station cities, of removing competition for advertisers and stations insofar as such stations have accepted your offer.

The time is thus set aside for the exclusive use of the NBC, to be claimed by it at its discretion on less than 56 days' notice, and is effectively removed from the competitive field, since any potential advertisers who may desire to purchase, for network or other programs, any of the time on these stations which has been so committed (i.e. optioned) to NBC, have no alternative but to deal with NBC only for securing such time.

It is apparent that, on these stations which have accepted the NBC offer, no other network would be able to compete with NBC to obtain such potential advertisers to sponsor programs of that other network on the particular time committed to NBC . . .

FCC acknowledged that NBC's second offer "appears to have a less restrictive competitive effect" than the first because TV stations in one or two-station communities are permitted, under the second offer, to accept it in whole or in part. Even so, FCC held, acceptance of the offer "creates an option in favor of the NBC as to the amount of time accepted by such station."

Television stations to which FCC addressed letters calling for sworn comments by Friday, described as having agreed to take all or part of the program:

WMCT Memphis; WSYR-TV Syracuse; WPTZ Philadelphia; WTMJ-TV Milwaukee; WBAL-TV Baltimore; WGAL-TV Lancaster; WTVR Richmond; WKTV Utica; WLWT Cincinnati; WLWD Dayton; WLWC Columbus; WNHC-TV New Haven; WDEL-TV Wilmington, Del.; WWJ-TV Detroit; WBZ-TV Boston; WSPD-TV Toledo; WJAR-TV Providence; WLAV-TV Grand Rapids.

NBC owns and operates WNBT New York, WNBW Washington, WNBK Cleveland, WNBQ Chicago.

Forecast: Continued 32°

NO END of the TV freeze is seen by FCC Chairman Wayne Coy before late summer, and he thinks it may be much, much longer—perhaps eternity, judging by his observations during House appropriations hearings (see story page 26). He was asked pointblank when the freeze would be lifted. After an off-the-record discussion he gave this reply: "We begin the hearings again on the 20th of February. I have no clear idea how long that is going to take. I do not see how we can possibly get out of the freeze before the latter part of the summer. I cannot even say we will get out of it."

MONOPOLY IN TV?

Johnson Threatens Probe

THE THREAT of a Congressional investigation of alleged monopoly in television was held out by Sen. Ed C. Johnson (D-Col.) last Thursday in a Senate speech hitting out at "the propaganda drive" to lift the TV freeze.

The radio-minded chairman of the Senate Interstate and Foreign Commerce Committee noted that there has been talk of a Congressional investigation of television generally and the freeze in particular. He said:

. . . . If there is to be an investigation of television by Congress, let's have one which goes into monopoly controls and patent holding devices and restrictions. Nearly a year ago technical data came into our committee's hands which will provide an excellent basic for investigating television patent monopolies. Our committee may decide that the time has come to thoroughly explore what is going on, but when it does so, it will be an investigation to determine who is calling the shots, and why.

Sen. Johnson said "the campaign to lift the freeze is an artificial fog, spread by expert, high-powered propaganda artists aided and

(Continued on Telecasting 13)

IN THIS TELECASTING . . .

FCC Hits NBC-TV Saturday Night Plan
Johnson Charges TV Monopoly. Threatens Probe
RMA Mulls TV Issues at Chicago Meet
AT&T, WU File Revisions to Proposed Tariffs
Loveman Views the Color Problem
CTI Shows Color System to FCC
Cuff Urges Sales Push on Film

DEPARTMENTS

Film Report 14 | Telefile
Reel Takes 12 | Telerama
Telestatus 6

RMA MULLS TV ISSUES

Plans Drive Against Excise Tax

IMMINENCE of color television, ways to promote fast lifting of the FCC freeze and arguments against the proposed 10% excise tax on TV sets concerned 50 board and committee members of the Radio Manufacturers Assn. at its quarterly meeting last week in Chicago.

Best turnout for any of the 10 individual meetings was recorded at the Thursday afternoon TV session, when Chairman Max F. Balcom of Sylvania Electrical Products directed discussion. RMA will submit a formal presentation against the proposed excise tax, which Treasury Secretary John W. Snyder hopes to levy for additional revenue, tomorrow (Tuesday) with the House Ways and Means Committee. RMA will be represented by Washington Attorney Joseph Casey, former congressman from Massachusetts, and witnesses from TV stations and large and small TV manufacturing firms.

The presentation is designed to show why such a tax would hurt a new industry and to point out its discriminatory elements. RMA will attempt to show that the tax will hit mainly low income groups.

Drafting of a code of ethics for TV receiver advertising was reported on by Walter L. Stickel, sales manager, DuMont Receiver Div. As head of a special committee, he is organizing recommendations on advertising standards after buyers' complaints regarding exaggerated claims and counter claims. Working for the industry to police itself, the committee is cooperating with Better Business Bureaus. When drawn, the code will be submitted to sales managers of set manufacturing firms next month in New York or Chicago.

A preliminary report on claims by some athletic groups that TV lowers gate receipts was presented by an investigating committee. It is collecting information to counteract these claims and will probably present its findings to the National Collegiate Athletic Assn., among others, at its next meeting in June.

Poll Results

An informal poll at the Thursday luncheon, asking for manufacturers' estimates on TV set production for 1950, exceeded any previous guess. Manufacturers predicted that 4½ million sets would be made this year.

RMA President Raymond C. Cosgrove will appear before the FCC Feb. 27 as the second witness in hearings concerning lifting of the freeze. RMA is expected to take a strong stand in requesting the thaw, on the ground that technical problems now are solved in the main. RMA's stand on color TV is that it should be held back until it is proved compatible and of comparable quality with black and white.

Forty-two board members and eight other men on executive committees, representing almost as many production firms, took part in individual committee meetings Wednesday and Thursday. Among these committees, with their chairmen, were: Sets, H. C. Bonfig, Zenith; parts, A. D. Plamondon Jr., Indiana Steel Products; Amplifier and sound equipment, A. G. Schifino, Stromberg-Carlson; finance, Leslie F. Muter, Muter Co. The concluding day, Friday, was to feature a board meeting from 10 a. m. until 3 p. m.

New appointees to the National TV Systems Committee, industry-wide group of technical experts preparing color standards and gathering technical data on the freeze were named by the chairman, Dr. W. R. G. Baker of General Electric. Their duties compare with those in 1941 of persons on a similar committee which was organized at the request of FCC to service black and white TV in the same way.

Named to the National TV Systems Committee were:

R. M. Jones, Admiral Corp.; Samuel Smith, Color Television Inc.; Lewis M. Clement, Crosley Div., Avco Mfrg. Co.; Dr. Allen B. DuMont, DuMont Labs; D. G. Fink, editor, *Electronics;* Emile Labin, technical director, Federal Telecommunications; I. J. Kaar, manager of engineering, General Electric; Dr. A. N. Goldsmith, New York; A. V. Loughren, vice president, Hazeltine Electronics Corp.; John V. L. Hogan, president, Hogan Labs.

E. B. Passow, product manager, TV department, Motorola; E. K. Jett, WMAR-TV Baltimore, from the National Assn. of Broadcasters; D. B. Smith, vice president, Philco Corp.; Dr. Elmer Engstrom, vice president, RCA; Raymond F. Guy, Television Broadcasters Assn.; Ralph Harmon, Westinghouse Electric Corp.; J. E. Brown, Zenith Radio Corp.; A. G. Jensen, observers for Bell Telephone Labs.

Dr. Baker is chairman, assisted by Mr. Fink, vice chairman; Mr. Smith, vice chairman, and Mrs. Martha Kinzie of General Electric as secretary.

AT&T WU RATES

File TV Tariff Revision

BOTH American Telephone and Telegraph Co. and Western Union Telegraph Co. have filed revisions to their proposed tariffs for TV intercity relay facilities, FCC reported last week. AT&T, however, was requested to further amend its schedule to meet requirements specified by the Commission last December [BROADCASTING, Dec. 26, 1949].

FCC directed AT&T to revise its proposal so as to provide network service where an outlet picks up programs off the air and feeds them to the AT&T relay. The revised tariff, to become effective March 1 as ordered by the Commission, presently does not allow such a situation. The telephone company will permit its intercity channels to be used as part of a TV network where some of the stations on that network rebroadcast programs which are picked up off the air from other stations, but only where such rebroadcast programs are transmitted outward from AT&T facilities.

FCC further stated that the revised tariff regulations filed by WU, also effective March 1, "appear to meet the requirements of the Commission's December order." This ruling directed AT&T to permit interconnection of its network television facilities with those of private broadcasters until such time as FCC finds that common carriers have enough channels available to meet telecasting needs. AT&T has been a vigorous opponent of the interconnection policy.

Question in Hearing

The question of whether or not to allow physical interconnection of AT&T and WU channels is now in hearing, begun last month and to be resumed March 6 [BROADCASTING, Jan. 30]. AT&T opposes such interconnection. WU would allow it, according to its pending tariff proposal. Also pending is FCC's overall hearing on reasonableness of charges of the Bell System and WU for TV transmission facilities. No date has been set for the resumption of this proceeding.

The Commission indicated it expected AT&T to file the new revision promptly. FCC in addition said AT&T also is expected to advise the Commission concerning further revision of the tariff schedule to provide for interconnection with broadcasters' intercity TV radio relay channels at appropriate points other than at studios on TV broadcasting transmitters.

EMPIRE TOWER

WPIX(TV) Contracts for Use

AGREEMENT enabling WPIX (TV) New York, *Daily News* outlet, to transmit its signals from the world's tallest structure, the Empire State Bldg., was reached in a contract signed last Thursday by F. M. Flynn, president of WPIX Inc., and Gen. Hugh A. Drum, president of Empire State Inc.

The independent TV station became the third video outlet to arrange for transmission from the multiple-use TV tower, scheduled to be installed atop the building later this year. NBC's WNBT (TV) and ABC's WJZ-TV already have signed similar contracts [TELECASTING, Jan. 30].

WABD (TV), DuMont outlet, also is expected to follow suit.

Until the 199-foot tower is completed, WPIX will continue to transmit at full power from its antenna atop the Daily News Bldg. at 220 E. 42nd St.

Arrangements also were made to house the WPIX transmitter and additional high power amplifiers, as well as necessary equipment to adapt WPIX facilities to color television when approved by FCC. WPIX will install all new equipment in the Empire State Bldg.

WPIX was represented in the negotiations by the law firm of Townley, Updike & Carter; Empire State Inc. by Cadwalader, Wickersham & Taft.

THESE officials of the Belmont Radio Co. and the Crosley Broadcasting Corp.'s video stations meet to discuss the wrestling matches which originate in the WLWD (TV) Dayton studios. L to r, James Leonard, WLWC (TV) Columbus; Pete Lasker, WLWD; Robert Brown, Belmont Radio Co.; John Murphy, WLWT (TV) Cincinnati; Alfred Henry, Belmont Radio Co., and William Guenther, Reiser-Guenther Advertising Agency. Sponsored by Graybar Electric Co., distributor, in cooperation with the Belmont Radio Co., the wrestling matches are a regular feature of the three stations' Saturday program schedule.

Telefile:

A Non-Network Station in Los Angeles Passes The Competitive Test With Flying Colors

AN independent TV station is not news, but an independent TV station which ranks so high in a seven station market is decisively newsworthy. The station: KTLA (TV) Hollywood, owned and operated by Paramount Television Productions Inc.

KTLA became the first Los Angeles commercial television station Jan. 22, 1947, with the fanfare which befits an enterprise of Paramount. Bob Hope and Jerry Colonna were on hand for that opening night's proceeding under the sponsorship of Tupman Motors (Ford dealer).

While the Hopes, Colonnas and other "names" dominated the opening night's proceedings, they have not been used since to spark the station to its enviable audience acceptance. In fact, the "why" of KTLA's success has been a matter of considerable trade conjecture.

The question naturally arises: How does KTLA hold its position in the face of the strong competition? Opinions vary. The most obvious factor is the station's operation every day and the fact that it has been doing so for some time, thereby becoming a habit.

But that is not a completely satisfactory answer, say some observers. The station is most active in "remotes." This is believed to add some strength to its programming schedule. Other observers do not attempt to define it too finely but attribute considerable of the success to the driving force of Klaus Landsberg, West Coast director of Paramount Television Productions and general manager of KTLA.

Still others feel that one reason for the station's widespread acceptance springs from the fact that it gets on the air usually before its competition and usually remains on longer than most of its rivals.

Additionally, it is felt that once a viewer knows that he can find a station telecasting most any time he turns his set on, he soon builds the habit.

While all manner of diagnosis might be undertaken, it is difficult to attribute the phenomenon to any one factor. The likelihood is strong that those covered, plus still others all combine to produce the result.

* * *

SINCE there is little doubt that Mr. Landsberg has contributed much to the success of the operation, it is well to examine his background for further clues. But there is one thing that his background won't explain and that's an average work-day of 14 hours with a short average Sunday of "only six hours." He is unable to explain the source of his energy except that his father "worked harder." Even in the face of this draining schedule, Mr. Landsberg reports "no ulcers or other disorders."

Active in radio since 1926, he has been in television since 1935, having started in Europe. While there, he also was active in several theatrical groups; scholastically he holds several degrees from European universities. In this country he has been associated with Farnsworth television in Philadelphia; NBC's television division in New York and DuMont, also in the latter city.

Since 1941, he has served as managing director of Paramount's television on the West Coast, first putting the station on in September 1942, known as W6XYZ. And his efforts have not gone unrewarded. In 1944, the Television Broadcasters Assn. award went to him for adaptation of motion picture technique to television. In 1945 he won the American Television Society award for continued excellence in television production.

TBA again cited him in 1946 with the gold medal award for public service. In 1948, his station received the outstanding achievement award from the Academy of Television Arts & Sciences, and on Jan. 27, 1950, the academy selected KTLA as "the outstanding television station in Los Angeles in 1949." In the same group of awards the station received an EMMY for its *Time for Beany*, cited as the "most outstanding children's program of 1949." Honorable mention was received in the public service and sports coverage categories.

Aside from the obvious duties which absorb the time of a management executive, one is liable to find Mr. Landsberg at the site of almost any remote. Psychologists might be inclined to relate this to the impulse of following the fire engines, but to Mr. Landsberg it's fun.

And once on the scene, he is very likely producing the remote. When there are remotes on two succesive nights, he usually has the second one handled by either Charles Theodore, operations supervisor, or John Silva, remote operations supervisor.

Through Mr. Landsberg's influ-

* * *

Mr. MAYNARD

Mr. LANDSBERG

Mr. WRIGHT

ence, KTLA has been extremely active in doing remotes. One of the most historical feats of television to date was accomplished last year by KTLA when it rushed to the scene of the Kathy Fiscus tragedy in San Marino, Calif. There its cameras remained on duty for more that 24 hours bringing the viewers in the Southern California area each step being taken to save the life of the youngster who had fallen down an uncapped water drain.

But Mr. Landsberg makes light of this and other accomplishments, saying: "We like to be first at important events but prefer not to capitalize upon them."

* * *

PROUDER of his over-all program operation, he prefers to point to the success of some of the locally built programs which have attained widespread popularity. Among them are:

Time For Beany—The five weekly, 15-minute puppet show has attained a local acceptance which keeps it in a nip-and-tuck rating race with *Kukla, Fran & Ollie*. Strip is sponsored by Tea Time Candies. This show also is available to other stations via Paramount Video Transcription and is seen in New York, San Francisco, San Antonio, San Diego, Chicago, Cleveland, Dallas and other cities.

Meet Me In Hollywood—This once weekly, hour-long, man-on-the-street format is done from the corner of Hollywood Blvd. and Vine St. Two interviewers are used to interview people and "names" are occasionally injected.

Boxing—Weekly bouts are telecast from an arena which features amateur boxers exclusively. More than a year ago when KTLA was then telecasting professionals from another arena, the station found that boxing managers feared a threat to the gate. Since shifting to the amateur arena, station is credited by the promoter with increasing his attendance 300%. Sponsorship is shared by Emerson Radio Corp. and McMahan Furniture Stores.

Hollywood Opportunity — Programming is essentially a talent contest type of show. However it is differentiated from the strictly amateur category by the fact that most of the entertainers have earned money, but are little known. The program now is sponsored by Olimpic Television and Park Camera.

Handy Hints—This is a five weekly, participation featuring a man and woman team in sell and demonstration format for a variety of products. This started originally as a once-weekly program and commercial business has aided its growth to its present across-the-board status.

Hopalong Cassidy—While this is now a popular feature in many markets, it is significant to note that the series has been running on KTLA for more than 18 months. It is currently sponsored by Barbara Ann Bread.

Spade Cooley's Western Varieties —Weekly hour format featuring the well-known western performer from a Los Angeles area ballroom attended by devotees of western music and acts. Program is sponsored by Central Chevrolet, Los Angeles dealer.

These are typical of the station's programming which has been averaging approximately 42 hours weekly on the basis of five hours per day Monday through Saturday and 12 hours on Sunday. Starting Dec. 4, 1949, the station extended its Sunday operation back into the daytime, adding *Jalopy Derby* and *Bandstand Revue*. Both are remotes.

The former are auto races between jalopies rather than midgets or conventional racing cars. The show is backed by several local Chevrolet dealers. This program had been on the station earlier and placed in the top 10 Hooperated programs for Los Angeles. The mail volume which followed its being dropped was higher than while the program had been on, according to Mr. Landsberg. It was on this program that the station introduced Los Angeles televiewers to the Video Reflectar, the lensless lens for long distance work developed by Dr. Frank Back, creator of the Zoomar lens.

Bandstand Revue is an hour remote from the Aragon Ballroom in Santa Monica, featuring "name" bands and four acts in an over-all variety format. This program is sponsored by Central Chevrolet.

* * *

JUST as natural as program excellence is commercial success. Starting in January 1947, the station had a total of five advertisers. One year later the station had managed to boost its total for the same month to 24 advertisers. By January 1949 the station's sponsors had grown to 46 and there are now about 85 advertisers using KTLA's facilities. An index to the ratio of sponsored time may be seen in the week of Nov. 14 when 25 of the 36 hours telecast were sponsored. In the last week of January KTLA signed six major shows for sponsorship.

Heading up the station's sales operation is Harry Maynard, formerly assistant office manager of BBDO, Hollywood. Earlier in his career he had been a motion picture actor, assistant director of films, publicity and public relations practitioner. All this in addition to serving in both World War I and II.

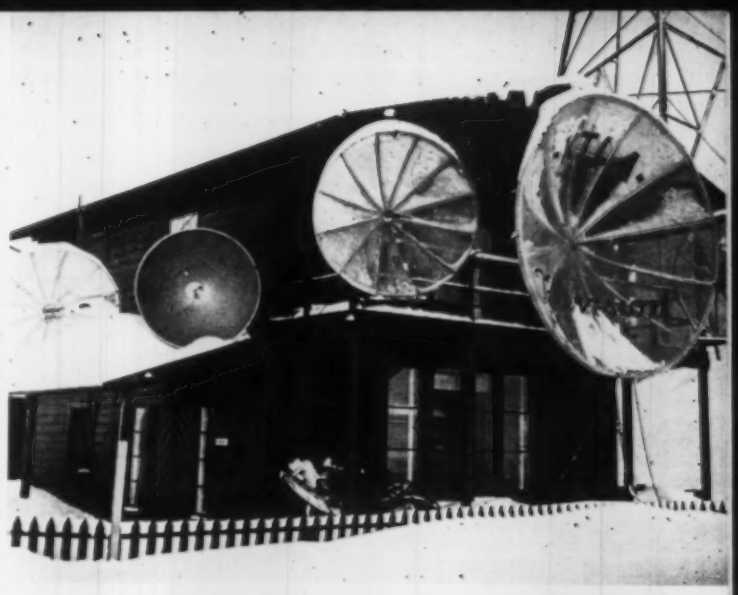
Among the success stories of selling via television and KTLA are:

As part of a special one hour telecast from the Broadway Department Store in Hollywood, there was the rough equivalent of a participation, demonstrating an item known as Toast-Tite. Not advertised elsewhere, this led to a sale of 600 items within four days and better than 1,000 sales of the item within a week.

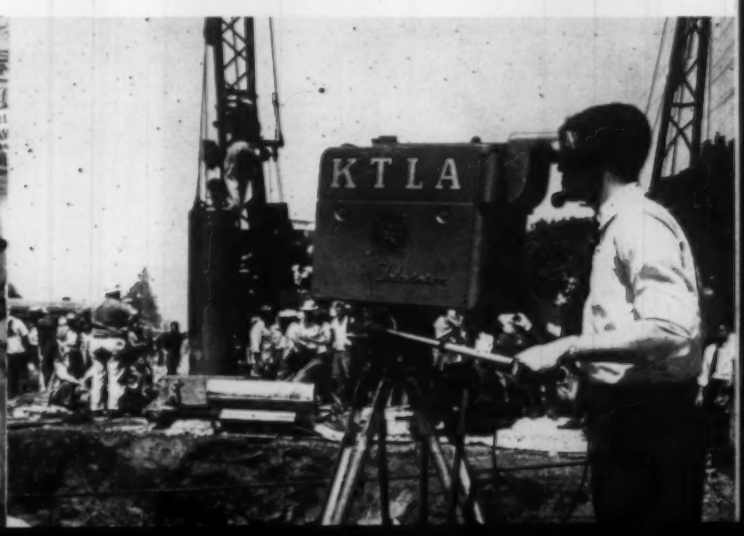
Two announcements, inviting *Hopalong Cassidy* viewers to join the Troopers and get their copies of the *Trooper News*, produced 10,000 replies in the first three days and more than 30,000 within two weeks.

An auctioneer named Lewis S. Hart decided to try television to stimulate traffice for his sales. Thus he purchased several remote telecasts from his auction store. According to Mr. Hart, one man dropped in following one of these telecasts, which are not done on a regular basis, and bought more than $2,000 worth of merchandise. He advised the proprietor that he learned of the establishment via KTLA. All told, Mr. Hart reports that his television expenditures have cost him nothing, merely on the basis

(Continued on Telecasting 9)



SNOW is not uncommon at the station's two-story transmitter building atop Mt. Wilson.



AT THE opening of KTLA (l) were (l to r): W. S. Tupman, head of Tupman Motors (Ford dealer), station's first sponsor; Jerry Colonna; Mr. Landsberg; Leon Benson, TV director of J. Walter Thompson, Los Angeles, and Mel Shavelson, writer. During the Kathy Fiscus tragedy (r) in San Marino, KTLA telecast from that point for more than 24 hours.

Telestatus

THE LONE RANGER is wearing a new mask—a polaroid one which fits over a TV screen and exercises youngsters' eyes as they are entertained. This novel eye treatment was developed by a Chicago optometrist, Dr. Carl Shepard, after many patients complained that their children were squinting and developing eye tics while watching television.

"TV is not injurious to anybody," claims Dr. Shepard, who appeared on a special telecast and discussed video at the 42nd annual convention of the Illinois Optometric Society in Chicago last week. Principal reason why people have discomfort in viewing is that it is a new skill to which they must adjust. "Watching TV is as much of a seeing skill as reading, and, as in all things new, it is necessary to relax."

Dr. Shepard pointed out that squinting comes from the tenseness with which children watch their favorites. Eyes must be properly adjusted and focused without tension, he said.

The distance at which persons view a set is normally the distance at which they look ahead while walking. The difference, however, is that eyes are fixed while viewing TV and in constant motion while walking. The camera brings the action to the viewer, and this means that even more new viewing skills must be acquired, the optometrist said.

Training Medium

In a closed circuit telecast after a special demonstration on WGN-TV, Chicago, Dr. Shepard pointed out the use of video as a visual training medium. He showed how polaroid filters of different composition can be placed in spectacles on the viewer for corrective treatment, and correlated with the polaroid filter over the TV screen. Any part of the picture can thus be blocked out for either eye, and a formula can be devised so that both eyes must be in continual use for the picture to be seen. This corrects a child using only or mainly one eye.

Children frequently sit too near the screen, "because the figures are small and doll-like and they want to hold them," the speaker said. Also, youngsters start squinting because of their great desire to see what is happening and their concentration on the screen.

Dr. Shepard, technical editor of *Optometric Weekly* for which he made and published an extensive study of vision in television, and consultant on TV problems to the American Optometric Society, conducted a TV demonstration during the live telecast. Using 4, 6, 8 and 9-year-old children, a pair of twins, two adult women and an 81-year-old man, he demonstrated the differences in viewing for age groups. Children invariably hug the television set, a nearsighted youngster lets his attention wander and isn't bothered that he can't see, but an adult nearsighted woman immediately reaches for eyeglasses. The 81-year-old man found he benefitted by standing well back from the screen, and the doctor recommended for him a slight special lens correction for viewing.

"Television is a guest in the house, and, like any other guest, should be placed comfortably and strategically in a well-lighted corner, the doctor concluded."

Retail Stores' TV Use Surveyed by KING-TV

BETTER than 76% of the television stations have at least one retail or department store as a client, according to a survey of approximately 30 stations by Hugh Feltis, manager of KING-AM-FM-TV Seattle.

The questionnaires were sent out, Mr. Feltis said, after KING had a request from Frederick & Nelson (Marshall Field) for information on such stores' use of the medium.

Twenty-three stations reported stores using TV at least once a week while eight reported daily use. Over twice as many stores use evening programs as use daytime shows. Type of show most favored by the stores is Baloptican spots, followed by film spots, film features, variety (man or woman m.c. and guest-item demonstration), sports and style shows, the survey showed.

* * *

Advertest Offers New Services

EXPANDING its field of activity, Advertest Research, New Brunswick, N. J., now is offering studies on product usage in television homes and the amount of effectiveness of television programs' advertising.

The reports are available on a subscription basis to advertisers, agencies and stations and the plan is based on two test studies conducted by the firm last year. Information is gathered from television homes in New York, New Jersey or Philadelphia video areas. The service also is available for Baltimore, Boston and Washington at slight addition cost, according to Richard Bruskin, television director of Advertest.

* * *

Videodex Report For February

FEBRUARY Videodex report, covering first week of this month, reported the top 10 programs as follows:

BALTIMORE

1. Texaco Star Theatre 72.8
2. Toast of the Town 58.4
3. Stop the Music 57.8
4. Lone Ranger 54.7
5. Godfrey and Friends 54.2
6. Super Circus 51.8
7. Big Story 43.9
8. Philco TV Playhouse 43.3
9. Suspense 43.1
10. TV Playground 41.7

CHICAGO

1. Texaco Star Theatre 64.9
2. Godfrey and Friends 60.0
3. Kraft TV Theatre 48.6
4. Toast of the Town 46.6
5. Super Circus 46.2
6. Hopalong Cassidy (WNBQ) 45.2
7. Talent Scouts 42.6
8. Courtesy TV Theatre 42.2
9. Garroway at Large 39.4
10. Old Gold Amateur Hour 39.0

CINCINNATI

1. Texaco Star Theatre 65.6
2. Godfrey and Friends 47.6
3. Stop the Music 45.9
4. Lone Ranger 43.6
5. Cavalcade of Stars 43.4
6. Camel News Caravan* 43.0

(Continued on Telecasting 13)

Weekly Television Summary

Based on Feb. 20, 1950, TELECASTING SURVEY

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Ames	.....	1,200	Dealers
Atlanta	WAGA-TV, WSB-TV	22,300	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	9,112	CPA Audit
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	353,895	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	80,700	Distributors
Cleveland	WEWS, WNBK, WXEL	154,340	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	41,400	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	38,450	Dist. & Deal.
Davenport	WOC-TV	7,572	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,800	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	27,050	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	38,450	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	8,774	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	5,000	Distributors
Indianapolis	WFBM-TV	23,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	13,600	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	26,900	Elec. Assn.
Lancaster*	WGAL-TV	30,434	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	396,060	Rad. & Appl. Assn.
Louisville	WAVE-TV	23,086	CPA Audit
Memphis	WMCT	15,922	Distributors
Miami	WTVJ	17,100	Dealers
Milwaukee	WTMJ-TV	80,844	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,641	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y.	estimate
Norfolk	.....	1,917	Distributors
Oklahoma City	WKY-TV	18,421	Distributors
Omaha	WOW-TV, KMTV	14,509	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	375,000	Elec. Assn.
Phoenix	KPHO-TV	4,328	Distributors
Pittsburgh	WDTV	71,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	22,333	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,500	Dealers
San Antonio	KEYL, WOAI-TV	9,117	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	33,835	N. Cal. Elec. Assn.
Schenectady	WRGB	57,500	Distributors
Seattle	KING-TV	21,800	Distributors
St. Louis	KSD-TV	87,600	Union Elec. Co.
Syracuse	WHEN	28,479	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	7,200	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	101,100	TV Circ. Comm.
Wilmington	WDEL-TV	28,614	Dealers

Total Markets on Air 58; Stations on Air 99; Sets in Use 4,332,078

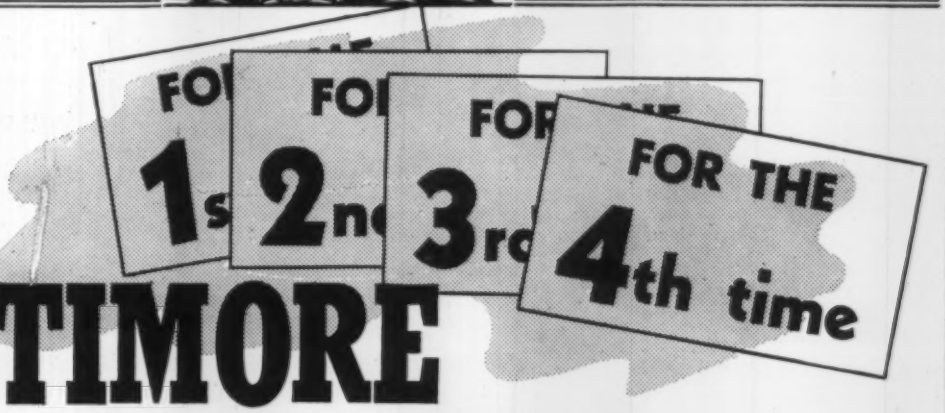
* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



BALTIMORE Leads the Nation*

41.3% of the average 6-10:00 P. M. Baltimore broadcast (radio and television) audience now watches TV*

*See C. E. Hooper, Inc., "TV Station Audience Index" Nov. - Dec.

and

WMAR-TV *Leads in* **BALTIMORE**

WMAR-TV

(One of 3 TV Stations in Baltimore)

ATTRACTED

44.6%

Of The Total TV Audience

6.00 P. M. to 10.30 P. M.

NOV.-DEC., 1949

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

FIRST telecast of *Televiews of the News* over WTVJ (TV) Miami featured (l to r): Col. Mitchell Wolfson, co-owner, WTVJ; James L. Knight, business mgr., *Miami Herald;* Owen Uridge, gen. mgr., WQAM Miami; Mayor William Wolfarth. Lloyd Gaines is cameraman. *Herald* and WQAM jointly sponsor *Telenews.*

LOOKING over equipment at WTVR (TV) Richmond, Va., are John New (l), WTAR Norfolk, Va., commercial manager, and Wilbur M. Havens, manager of WTVR. Mr. New visited Richmond to inspect the television facilities. WTAR-TV is scheduled to take the air in early spring.

COMDR. Mortimer W. Loewi (r), director of DuMont Television Network, who calls TV "a new weapon for retailers," explains the intricacies of a camera to Lew Hahn (l), president of National Retail Dry Goods Assn., and Arthur See, sales promotion mgr., Saks-34th Street, New York.

CBS-TV star, Ken Murray (r), who started a new series last month, greets Col. August A. Busch Jr., president of Anheuser-Busch Inc. The brewing firm, with headquarters in St. Louis, sponsors Mr. Murray's CBS-TV variety show which is seen Saturday, 8-9 p.m., on alternate weeks.

TALKING things over at the recent premiere of *Cavalcade of Bands* on DuMont Television Network are Frank P. Schreiber (l), manager of WGN-TV Chicago, and James L. Caddigan, DuMont Network's director of programming. The presentation is seen Tuesday from 9 to 10 p.m.

CHARLES COLLINGWOOD (l), moderator of *People's Platform* on CBS-TV, gets together with James G. Cominos (c), v. p. and gen. mgr., LeVally Inc. agency, and Newell T. Schwin, adv. dir., Household Finance Corp., sponsor. Mr. Collingwood also is CBS White House correspondent.

BASKETBALL ON TV

Lifting of U. of Washington Ban Is Seen

TELECASTING of U. of Washington basketball games by KING-TV Seattle, originally cancelled by the school, seemed a virtual certainty last week if the Feb. 17-18 games were a sellout. University officials had banned telecasting of the games, blaming TV for poor attendance [TELECASTING, Jan. 9].

Cancellation of the telecasts had stirred a storm of complaints and comments in the Northwest. The university's position was upheld by Dr. Raymond B. Allen, U. of Washington president, but Stuart Carter, general manager of Harper-Meggee, Seattle RCA distributor, told a Washington State Press Club luncheon that more significant factors than TV were to blame for the decline in attendence.

The Seattle *Post-Intelligencer,* meanwhile, conducted a survey among 2,000 fans. Results of the poll showed that 98.9% favored telecasting the games, 96.7% said they would attend more games if telecast and 54.3% said they would be willing to pay part of the telecasting costs.

Contributing Factors

In his luncheon address, Mr. Carter said that factors to blame for the drop in attendance included a ticket price rise, description of the team as green, as well as unusually snowy weather this season. He asserted that TV builds interest, therefore helping to increase, rather than diminish, attendance.

Commenting on the university's position, President Allen said the impact of television on the attendance at athletic events presents a difficult problem to all universities. He pointed out that basketball and football are the only two sports in the school's whole athletic program that carry their own weight financially.

NETWORK TV

Bell Reviews Expansion Plans

DETAILS of Bell System's plans to add some 6,000 channel miles to its television network facilities in 1950 [TELECASTING, Dec. 26, 1949] were reviewed by the company last week.

Engineering work is now in progress looking toward extension of radio relay channels westward to San Francisco. On the West Coast, two northbound radio relay channels between Los Angeles and San Francisco will go into service this spring.

Service on the New York-Chicago radio relay is slated to commence in September. Twelve radio relay stations between Chicago and Des Moines are nearing completion and construction will start shortly on four stations beyond Omaha, which should be linked with existing facilities by October. West of Omaha work will get under way this year looking toward service to the Omaha-Denver area by May 1951.

The report said additional East Coast television circuits will be provided via radio relays slated to be in operation between New York and Washington by July, and between Richmond and Norfolk in April.

With respect to coaxial cable service, the company said existing cable facilities between Richmond and Jacksonville, and between Jacksonville and Atlanta and Birmingham will be equipped for television and in video use by September.

Three Midwest routes are slated to be in TV service by October: A link between Des Moines and Minneapolis, one between Kansas City and Omaha, and one between Indianapolis and Louisville. In Texas, work is slated to start this fall on a cable between Dallas and Houston.

GEIGER SUES

Claims Script Used by P&G

CLAIMING that one of his radio stories had been used under another name on the Procter & Gamble *Fireside Theatre* on NBC television network last year, Milton Geiger, radio writer, last Tuesday filed suit for $100,000 damages for copyright infringement in U. S. District Court, Los Angeles. He seeks damages from NBC, Procter & Gamble, General Television Enterprises, Ace Pictures, Compton Adv. (agency for P & G) and Oliver Crawford, writer of the disputed television show.

Mr. Geiger through his attorneys, Harold A. Fendler, Robert W. Lerner, and Aubrey I. Finn, claims that the TV show "Another Road," produced by General Television Enterprises, was taken from his radio script "In the Fog," which has been broadcast several times in the past ten years.

Also being sought in the suit is an additional $10,000 for attorney's fees; an injunction against further use of the TV film, and destruction of all positive and negative prints of the film.

'Beany' Success

SUCCESS of *Time for Beany* children's television show on KTLA (TV) Hollywood was revealed recently when the sponsor, Budget Pack, offered a silver plastic train for 50c plus a Budget Pack wrapper to its juvenile listeners. Over $42,000 was received from 84,000 children in the 10 weeks of the promotion, station reports. Ted H. Factor, Los Angeles, handles the account.

Telefile

(Continued from Telecasting 5)

of business he can directly attribute to the medium.

During telecasts from a home show, two spots of three and five minutes, respectively, sold $16,823 worth of waterproof coating. No other advertising had been used. And every purchase attributed to TV could not be discredited in any way.

As a result of several spots, the Troup Engineering Co. sold $50,000 worth of electric motors costing $10 each.

Another short spot series seeking to sell a toy car priced at $6.95 produced slightly more than 900 sales.

An automobile dealer, unwilling to disclose his identity, has averaged 10 new and used car sales per week for five weeks, directly attributable to TV.

Another automotive venture, involving several dealers who sponsor a program jointly, has produced 15-20 new car sales per week among them.

The KTLA rate card applicable to the growing Los Angeles set circulation of 251,042 (as of Dec. 1, 1949, when rate card No. 3 was issued) covers Class A (7-11 p.m., Mon. through Sat. and Sun., noon to 11 p.m.), Class B (5-7 p.m., Mon. through Sat.), Class C (all other times, day and night, except periods reserved for coverage of outstanding special events).

Basic rates, not including live studio or film, are as follows: Class A—one hour, $300; 45 minutes, $240; 30 minutes, $180; 15 minutes, $120; 10 minutes, $105; five minutes, $75; one minute, $60. Class B—one hour, $165; 45 minutes, $122; 30 minutes, $92; 15 minutes, $65; 10 minutes, $60; five minutes, $55; one minute, $50. Class C—one hour, $60; 45 minutes, $48; 30 minutes, $36; 15 minutes, $24; 10 minutes, $21; five minutes, $20.

An indication of live studio and film studio costs may be gathered from the following: one hour, live, $300 and film, $180; half hour, live, $180 and film, $108; one minute, live, $60 and film, $30.

* * *

WHILE it takes programs to obtain an audience and sponsors to continue to operate, a television station requires people to run it. In the case of KTLA, total personnel runs to an aggregate of 64, approximately one third of whom are on the technical side.

Heading technical operations of the station is Ray Moore, chief engineer. And he can give Mr. Landsberg a good race when it comes to energy. Several years ago, a storm in the mountains (the transmitter is atop Mt. Wilson) tore down both telephone and power lines serving the station. Proceeding as far as he could get by auto, Mr. Moore trekked the last five miles on snowshoes. Thanks to him, both services were repaired and the station went on the air as usual that night.

KTLA's transmitter stands atop the peak of Mt. Alta, at a height of 5,800 feet, in the area known as Mt. Wilson. Telecasting on Channel 5 (76-82 mc), the station puts out a signal of 10 kw visual and 4.5 kw aural. Its antenna gain is 4.3.

Although Paramount will not disclose the cost of its installation either at the transmitter or studios, an educated guess is that the Mt. Wilson site was erected at about $250,000. Its studios and equipment there are estimated at an over-all worth of $1 million. Most of the equipment used has been specially built and therefore cannot be identified by brand name.

The station has two studios—measuring 35 by 50 feet and another 25 by 35 feet. It also has two complete remote units and Multiscope equipment. Additionally, the station has kinescope equipment which is used to record programs for other stations in the country which have contracted with Paramount for the service. All told, according to Mr. Landsberg, KTLA has more Hollywood originated programs being seen elsewhere in the country than is provided by any of the networks from Hollywood.

Heading up program activities for KTLA is J. Gordon Wright, production coordinator, who has been with the station since the fall of 1944 when it was known as W6XYZ. Earlier he had been with WNBT (TV) New York in addition to a background as industrial film writer, reporter, publicist and market researcher. Gordon Minter is program director.

WSYR-TV PLANS

Formal Dedication March 5

WSYR-TV Syracuse will be formally dedicated on Sunday, March 5, according to Harry C. Wilder, president. Operating on Channel 5 (76-82 mc) with test patterns since Feb. 10, the new station announced it has received reports of excellent reception from a radius of from 35 to 75 miles.

WSYR-TV will carry the NBC-TV schedule and also will telecast programs produced in the Syracuse TV. television studios. The programming will begin on or about March 1.

Mr. Wilder announced staff assignments as follows: A. G. Belle Isle, vice president in charge of engineering; A. J. Eicholzer, control operation supervisor; Albert J. Gillen, coordinator of local and regional time sales; William V. Rothrum, program director; John F. Hurlbut, promotion director; Bert Gold, supervisor of operations; William Crampton, director of local film production; Rod Swift, director of film procurement; Daniel W. Casey, TV continuity director; Edgar J. Donaldson, James MacDonald, announcer-directors; Marolyn Wind, traffic manager, and Lee B. Coye, artist.

WSYR-TV uses 23 kw visual, 12.8 aural power and is licensed to Radio Projects.

THE COLOR PROBLEM

A Broadcaster's View

By ERNEST B. LOVEMAN
Vice President and General Manager
Philco Television Broadcasting Corp.
(WPTZ (TV) Philadelphia)

SEVERAL of us here at WPTZ believe that the predicament of a television broadcaster, if faced with the problem of adding color television on a non-compatible basis, has not yet been clearly explained either to the broadcasters themselves or to the FCC.

Let us examine, for instance, the problem of a typical television station, supposing that *non-compatible* standards for color television were to be adopted. If the broadcaster chooses to start telecasting non-compatible color using his present channel allocation, then he must broadcast the color programs at a time that does not conflict with his present black-and-white schedule. Otherwise he will reduce his black-and-white service. Obviously, this is because the broadcaster starts color telecasting with an audience of practically zero—no receivers that can pick up the new color telecasts in either color or black-and-white.

Then the next step is, according to suggestions in testimony at the color hearings before the FCC, that this broadcaster puts on color television programs at "off hours" —for instance, noon to 1 p.m. or 11 to 12 p.m.—times when the station's facilities are not normally utilized for programs on the present black-and-white standards.

Evidently, with no audience to begin with, the broadcaster must present these color telecasts on a *sustaining* basis unless some rather improbable "angels" were found. Money spent for these sustaining color programs must come from the telecaster's operating budget, normally. If he is operating at a loss or on a small margin of profit, he cannot afford the further expense of sustaining color without cutting down on his budget for his present black-and-white programs. Thus he is asked to present color telecasts which practically no one can watch, at the same time reducing his present service, which is his only source of revenue and is of value to the public.

In brief, the first objection from the standpoint of the broadcaster is *reduction of present black-and-white program service*, if the station should add *non-compatible* color.

Non-compatible Problem

A second major difficulty is that with dual standards, or non-compatible color, *the total audience for color would increase much more slowly* than with a compatible system. Continuing our example of the typical broadcaster who has added non-compatible color, he can only afford to present a few sustaining programs in color at off hours. These are evidently the times when the potential audience is small, or they would now be used commercially. Hence with only these few off-hour programs available, there would be little incentive for the average person to make the costly investment in a new color television receiver.

Like the majority of both technical and lay individuals who are interested in color television, I firmly believe that very few people would buy a color converter for home use. Technical, esthetic and historical evidence on this point is overwhelming. People don't buy converters. Hence when color comes, the public will buy entirely new receivers. These will be more expensive sets. Only the pioneers among the public pay a premium price for those first color receivers of the future, although eventually there will undoubtedly be many millions of customers.

However, looking at the suggestions about *non*-compatible color again, the audience for color television would grow much more slowly than with *compatible* color for another reason. A broadcaster operating on *compatible* standards automatically retains his entire present audience. Thus he can put his color service on a commercial basis immediately. A good case in point is the NBC telecast of *Kukla, Fran & Ollie* on Monday, Oct. 10, 1949, at 7 p.m. from Washington, D. C., when the hundreds of thousands of network viewers did not realize that the program was telecast in compatible color.

The third basic objection to non-compatible color from the television broadcaster's viewpoint develops logically from the first two points above. This third difficulty is that, with non-compatible color, the *total television audience would increase at a much slower rate* than any present estimates, based on present growth trends, indicate.

Effects Set Buying

At present, the controversy over color has had little effect on the sale of black-and-white television receivers. However, we do know that some people are even now using color as an excuse for not buying a set now. If non-compatible standards for color were established, there would be a great many more people who would immediately defer the purchase of a receiver. Many thousands of present set owners, when they realized what non-compatibility means to them, would add fuel to this fire because of their disillusionment. It would appear that the television industry had broken faith with them. Most set owners would blame the industry rather than the government, since the industry sold them their receivers.

Since television broadcasters base their hopes for eventual profitable operation on the steady growth of their audience, the adoption of non-compatible color would throw a barrier across the path which telecasters have been climbing so painfully. It is quite possible that some television broadcasters, who have already suffered severe financial losses and may not have much additional capital upon which to draw, might get disgusted with the entire outlook and throw in the sponge.

Basically, these arguments apply to a great extent even with a program of dual-channel operation such as was proposed by Philco as an "out" if non-compatible color must be adopted. If a station is offered a second channel in the upper UHF band for non-compatible color, presumably it will be able, when suitable equipment is developed, to duplicate its programs in color or black-and-white. However, this could only be done at approximately twice the cost in station investment and operation, without increasing the size of the audience.

This dual-channel operation might seem to be a great advantage but would still be very expensive until the audience for color reaches sizable proportions. And this large expense for duplicate color equipment, operation and maintenance must be met, it would appear only by reducing black-and-white programming and thus depriving the public of service it now gets.

Thus, from the TV broadcaster's point of view as well as that of all leading manufacturers, distributors, dealers and the public, a *compatible* system of color television would seem to be the only logical kind to adopt.

VISUAL SALES PITCH

WCPO-TV's Lewis Clicks With Pen and Ink

AN ARTIST and performer at WCPO-TV Cincinnati has added a dash of salesmanship to make sales history for the station and for his sponsor, the Hay Construction Co.

WCPO-TV credits Al Lewis, accordionist, m.c. and artist, with developing a new visual technique and tailoring it for the video screen. The staffer's brainchild is showing drawings he has sketched of various home styles available from the Hay Co., of Fort Thomas, Ky.

Mr. Lewis, his accordion and the penned visual sales pitch.

The station reports that in two days following the first telecast on Feb. 3, the firm sold five of its $10,000 new homes.

Series of commercials which are interspersed throughout the variety show, aired Friday from 11:30 p.m. to midnight, display the floor plan, the exterior and then the finished and furnished interior of each home. Photo slides are used to show the home's exterior and also shots are viewed of the furnished interior.

Primer of the technique is the camera closeup of each drawing as Mr. Lewis makes his sales pitch. Momentum is given the show by the musical selections from Mr. Lewis' accordion and the vocal selections of a girl singer and a quartette.

TV ORGANIZATION

L. A. Outlets Form Group

REPORTEDLY dissatisfied with the operation of the Academy of Television Arts and Sciences, the seven Los Angeles TV stations have formed an organization designed as "a collective effort for the benefit and advance of Hollywood television."

Meeting a fortnight ago, management representatives also agreed that there should be an overall organization limited in its membership only to those actively engaged in the television broadcasting industry. At a subsequent meeting last Thursday, membership standards were formulated.

Te-Ve

Drawn for TELECASTING by John Zeigler

"Wrestling tonight!"

CTI SHOWING

Demonstrates for FCC Today

HEART of Color Television Inc. system to be shown to FCC today is this three-phosphor receiver tube, mounted on laboratory lathe. Working on tube is George E. Sleeper Jr., San Francisco inventor of system.

COLOR TELEVISION Inc., San Francisco, will demonstrate its one-tube all-electronic color TV system this morning (Monday) for the FCC. Demonstration will be held at 10 a.m. in the Congressional Room of the Hotel Statler, Washington.

CTI's laboratory was dismantled and hauled across the country to the Statler where it was being reassembled last week in preparation for the demonstration. A half-dozen Statler rooms have been converted into a laboratory, with microwave relay mounted atop the hotel to beam signals to the WMAL-TV Washington transmitter.

The first eastern exhibition of CTI's system will include a half-dozen RCA projection sets, adapted to receive the company's images.

Arthur S. Matthews, CTI president, and George E. Sleeper Jr., inventor and vice president, are directing the demonstration. They claim the system is entirely compatible and declare a direct-view tube is "foreseeable in the future."

Use Conventional Camera

CTI uses a conventional image orthicon camera, adapted to insert a dichroic lens assembly between the camera lens and the kinescope. The camera tube shows three images, side by side, each one in black-and-white after having passed through the three-element dichroic lens. These images are about two inches in size.

The three-image frame is transmitted normally via a black-and-white transmitter, using a special studio switching assembly.

The projection receiving set is modified to use a seven-inch picture tube which has separate red, green and blue phosphor sections. This tube replaces the normal picture tube in the projection sets. The regular projection system is removed and in its place CTI uses three small projection lenses, each mounted above one of the three two-inch images that appear simultaneously on the face of the tube.

These adjustable lenses throw three pictures that converge on the 11 x 14 screen, with the colors supplied by the three different phosphor sections on the receiving tube face. Registration is simple, CTI officials claim, and color smear or carryover is described as "impossible."

Comparative demonstrations of CTI, RCA and CBS color systems are scheduled Thursday at the FCC's Laurel, Md., laboratory, some 28 miles northeast of Washington. WNBW (TV) Washington, NBC O&O station, will transmit RCA's pictures and WOIC (TV) Washington will transmit the CBS programs.

The Thursday demonstrations will climax some six months of color excitement in Washington. Since October the FCC has been probing the whole color problem in connection with its overall television allocation review.

DuMONT TOUR

Telecruiser in Southeast

TO GIVE the public a better insight into the way television operates, Allen B. DuMont labs has sent its telecruiser, mobile TV studio, on a 22-city tour of the Southeast, which started Feb. 16 in Baltimore.

Containing more than $100,000 worth of equipment, including a triple image orthicon camera chain, the telecruiser in essence duplicates actual studio operating conditions. Plan of the tour calls for the telecruiser to park in central locations where onlookers will be telecast over a closed circuit system. The camera pickups will also be reproduced on two DuMont receivers placed near the truck.

The telecruiser's itinerary is:

February 16-20, Baltimore; 21-25, Washington; 27, Richmond; 28, Norfolk; March 1, Norfolk; 2, Portsmouth; 3, Raleigh; 4, Greensboro; 6, Winston-Salem; 7-8, Charlotte; 9-13, Atlanta; 14, Birmingham; 15, Montgomery; 16, Mobile; 17-20, New Orleans; 21, Baton Rouge; 22, Jackson, Miss.; 23, Memphis; 24, Nashville; 27, Huntington, W. Va.; 28, Charleston, W. Va.; 29, Youngstown; 30, Pittsburgh.

NBC APPOINTS

4 Named in TV Ad Unit

FOUR appointments in NBC's television network advertising and promotion unit were announced last week by James Nelson, director.

Ray O'Connell has been named manager of audience promotion, Fred Veit, art director, and Frank McMahon, copy writer. All were formerly in the radio advertising department. John Fuller, former advertising manager of Little Brown & Co. and Hile-Damroth Inc., has joined the television promotion unit to write package program promotion.

WAVE-TV Louisville starts programming seven nights weekly.

'50 SET OUTPUT

Sloan Sees 30% Saturation

A PREDICTION that 7¾ million homes in the nation will have television receivers at the end of 1950 was made last week by an executive of Westinghouse. F. M. Sloan, manager of Westinghouse's Home Radio Division, also predicted that television will continue its record as the fastest growing industry and sell four million receivers during 1950, thus reaching 30% saturation of the market.

"It is the composite opinion of television manufacturers," Mr. Sloan said, "that at the end of 1950, three of every 10 homes in the United States where telecasts can be received will have television. This is 30% saturation of the market.

ZENITH DENIES

Not Sponsor of D. C. Survey

ZENITH RADIO Corp., Chicago, was not one of the sponsors of a Washington, D. C., television audience study showing TV's influence on family habits [TELECASTING, Feb. 13], the firm declared Tuesday. The survey was conducted by Charles Alldredge, Washington public relations counsellor, who had reported Zenith as a sponsor.

Comdr. Eugene F. McDonald Jr., Zenith president, never heard of Mr. Alldredge or his survey until he had read the published accounts. He observed that Zenith's name was not included in some published lists of the survey's sponsors.

After seeing the survey described, Comdr. McDonald wrote to Mr. Alldredge: "I will truly appreciate it if you do not list Zenith or me as one of your subscribers. My reason for this request, which may seem strange, is that the findings in your survey are approximately what I have been telling the movie industry for the past three years, and were they to see my name on the list as a subscriber, they would immediately believe that I had something to do with the making of this survey."

Canada's TV Sets

A TOTAL of 9,500 TV receivers were sold in Canada in 1949, according to unofficial reports from Canadian radio manufacturers. There are as yet no TV stations in Canada.

WSYR-TV
means
Bright, Clear,
Consistent
PICTURES

WSYR 570 kc.

WSYR 94.5 mg.

WSYR Channel 5

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.

the Only COMPLETE
Broadcast Institution
in
Central New York

WSYR SYRACUSE
AM • FM • TV

NBC Affiliate in Central New York
Headley-Reed, National Representatives

TALENT RACKETS

Complaints Issued in L. A.

COMPLAINTS against some 50 to 75 Hollywood "talent racketeers" posing as legitimate television or film producers are being issued, according to an announcement last week by Los Angeles Assistant City Attorney, Don Redwine. Action, following a resolution, taken at a meeting called last Tuesday by the Motion Picture Industry Council, seeks to obtain convictions against such violaters under present laws, and to attempt to get further legislation if existing laws are not strong enough to eliminate the racketeering.

Attending the meeting, which was called to organize a campaign against such phoney firms which have been extracting almost $20,000 weekly from victims, were television and radio executives, city and state officials, representatives of business organizations and Screen Actors Guild.

Further investigation of the racket has been requested of Ernest Tolin, Acting U. S. Attorney in Los Angeles by California Senator Downey.

So-called "talent agencies" have been collecting from $50 to $200 per victim, holding out the lure of possible acting careers in television or movies by pretending to make legitimate television or film productions, it is reported.

SMALL-BUDGET TV

D. C. Adwomen Hear Sargent

METHODS of staging a small-budget television campaign in a group of cities were described by Clement D. Sargent, vice president of Philbin, Brandon, Sargent, New York, speaking at the Wednesday luncheon of the Women's Advertising Club of Washington. FCC Comr. Frieda B. Hennock was guest of honor.

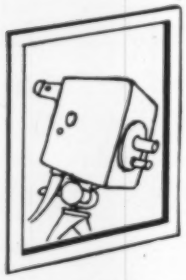
Using a hypothetical Cake-Make campaign, Mr. Sargent outlined step-by-step a one-minute film series placed on 12 stations, including a test market. He described time availabilities as one of the most serious problems.

Many TV failures, Mr. Sargent said, are due to a lack of understanding of the medium itself. He pointed to the need for coordination of all steps in the hypothetical campaign, which had a $50,000 budget, and cautioned that TV should not be treated as an advertising stepchild.

1950 **February 20** 1950

Call Frazier & Peter re: Long-Range TV Rate Schedules

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173



Reel Takes

LARS CALONIUS

LARS CALONIUS formed Archer Productions Inc., New York, about one year ago but in that short time the firm of which he is president has produced over 40 television film commercials.

It is a record more imposing than the arithmetic of the effort would indicate. Many of the commercials have contained some of the trickiest animation to be seen in video—Chevrolet, Blatz Beer and Pepsi-Cola commercial sequences.

Mr. CALONIUS

* * *

In fact, after viewing them, it is little surprise to learn that Mr. Calonius was one of Walt Disney's chief animators on such hits as "Pinnochio," "Bambi," and "Ichabod and Mr. Toad." All his staff animators also are former Disney people.

Mr. Calonius himself could make his wants known in English via a drawing board long before he could read, write or speak a word of the language. Born in Helsingsfors, Finland, in 1916 of Swedish and Norwegian parents, he came to this country in 1934. He has since added flawless English to all the Scandinavian tongues he speaks.

While attending art school in San Francisco he met Dorman Smith, then chief cartoonist for the Hearst papers. Mr. Smith thought the tall, slender, blue-eyed, blond boy had considerable talent and recommended him to the Walt Disney Studios in Hollywood. In no time at all, Lars Calonius found himself hired by Disney—becoming at 19 the youngest artist in that studio. Only three years later he was named a chief animator.

Idea Formulated

He developed an enormous respect for the Disney operation and resolved to start a similar operation some day for television, specializing, however, in commercials. Archer Productions, a name he "pulled out of a hat," was created for that purpose. The firm makes such animations but it also produces "live" film commercials and slide films.

Archer Productions was not created overnight, however. Mr. Calonius got the idea for the company back in 1940, but the war intervened. He left the Disney studios, where he was working on "Ichabod and Mr. Toad," to join the Army.

As a Tech Sergeant, he was chief director of animation for the Army Signal Corps in New York, helping to make films under Frank Capra and Anatole Litvak. When he got out of the Army he went back to work at Disney Studios and, to his surprise, on the same "Ichabod" picture he had been working on five years before.

Early in 1949, he finally made the break from Disney Studios and started Archer Productions.

He decided New York was the best spot to engage in commercial film making, because of the presence there of so many client and agency home offices. So, he moved his wife, Jean, and son, Erik, 2, to Queens, then set up shop in modern offices at 35 W. 53rd St. in Manhattan. Immediately he got one of the biggest accounts in television — production of Chevrolet commercials. Others followed.

He has found that the cost spread for producing animations is great, depending upon the elaborateness of the script. He puts average cost at about $45 to $52 per foot, which means that a 90-foot commercial runs about $4,000. He has, however, produced good animations for as low as $1,500. "Live" films run from $1,400 to $3,000, according to his estimate.

Although his firm is specializing in television advertising, it also makes documentaries, training films and other types of industrial motion pictures.

INS-TV Additions

INS-INP Television Dept. has announced the addition of five station clients for its INS-Telenews TV newsreels, two of them representing new markets. KSL-TV Salt Lake City and WNHC-TV New Haven became the first stations in their respective markets to buy the daily newsreel. Other additions are WSYR-TV Syracuse, N. Y., KTSL (TV) Los Angeles and WEWS (TV) Cleveland. Advertisers already have signed to sponsor the service in New Haven, Syracuse and Cleveland.

WJBK ELECTIONS

NLRB Includes Projectionists

FULLTIME and part-time projectionists would be included along with engineers and technicians in a collective bargaining unit set up by NLRB, which ordered an election at WJBK-AM-FM-TV, The Fort Industry Co.'s Detroit outlets.

The ruling, handed down Feb. 11, involved the stations, IBEW Local 1218 (AFL) and NABET, as well as IATSE (International Alliance of Theatrical Stage Employes), representing the projectionists.

Fort Industry contended that despite adopted policy at its Atlanta (WAGA-TV) and Toledo (WSPD-TV) stations where AM engineers formed the nucleus of the TV staffs, all TV engineers and technicians are capable of operating a projector. Subsequently it hired two IATSE members, it added. Projectionists at other Detroit TV stations deal with IATSE.

In a dissenting opinion, John M. Houston, NLRB member, argued against inclusion of the projectionists in the same units with engineers and technicians on grounds they constitute a "distinct craft." He cited WPIX (TV) New York, KSD-TV St. Louis and other stations where projectionists are "uniformly excluded" from the unit, and said the majority ruling did not reflect industry-wide practice.

In addition to WJBK-AM-FM-TV, Fort Industry also operates WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WLOK-AM-FM Lima, Ohio; WGBS-AM-FM Miami; WSPD-AM-FM-TV Toledo and WAGA-AM-FM-TV Atlanta.

WJZ-TV ANTENNA

Begins Use from Empire State

WJZ-TV New York, key station of ABC-TV network, started telecasts of its regular program schedule from its new antenna atop the Empire State Bldg. Feb. 9.

The move from the Hotel Pierre, which has housed the antenna and transmitter since August 1938, was accomplished with no interruption of the station's regular transmissions. WJZ-TV will continue to operate on Channel 7. The added height gained by the move to the Empire State Bldg. will give new clarity to the station's pictures, according to WJZ-TV.

Color Set for Johnson

TELEVISION set modified to receive CBS color was installed last week by the network in the office of Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, in the U. S. Capitol. Color transmissions were shown twice daily Monday through Thursday for the benefit of members of the Senate committee and any other interested parties in the Senate, according to Sen. Johnson's office.

Monopoly In TV?

(Continued from Telecasting 2)

betted by a public relations gency." But he was confident CC "will proceed with their hear- gs without becoming ruffled or ampeded by high-pressure tac- ics."

The Coloradan claimed that "cer- in elements in the television dustry are getting ants in their nts" and crying for a lifting of TV freeze to serve their own erests.

"If the siren voices who rant d rave today about lifting the eeze have their way," he said, housands of communities will her never have television or at st will receive it through little ve stations operating as satel- es of some big monopoly con- lled station in a far-distant tropolis."

The threat of a monopoly probe as seen as a counter-move against oposals that the House radio bcommittee add television to its rthcoming hearings, which al- ady include three bills and are pected to consume up to six eeks.

The possibility of the House oup including television had been ggested after Dr. Allen B. Du- ont, president of DuMont Labs d TV network, met with mem- ers of the New Jersey delegation Congress to urge a lifting of e freeze [TELECASTING, Feb. 13].

DuMont, Smith Rapped

Sen. Johnson said Dr. DuMont is ne of the more reputable" radio d TV authorities but that "un- erstandably and very properly" e "is anxious to expand his tele- sion network." He said Dr. Du- ont "hurls machine-gun-like in- endos and distortions," and that avid Smith of Philco "blows the me kind of bubbles."

Sen. Johnson denied there is un- ployment in television and as- rted that Dr. DuMont's claims to at effect "are mischievous rant- gs and not based on facts."

The commerce committee chair- an contended that "short-sighted opagandists" figure they can rve "all the large profitable ties" with perhaps a half-dozen ditional channels, preferably lo- ted adjacent to the present TV nd. He pointed out that other rvices including FM now operate that area, and added:

. . . these manufacturers believe at a drive can be put on to shove se services out of their present sition and assign the additional annels to television and everything ll be fine—for them. I differ with m in that I want a permanent an for the long pull based on a und engineering decision, and I nt it now.

He said "an eminent radio con- ting engineer" had written Ra- Mfrs. Assn. President Max dcom charging that "RMA has ne absolutely nothing except out compatibility [in color TV] d lift the freeze in order to pro- te the sale of current black-and- ite sets on a nation-wide basis." Sen. Johnson claimed that Jack Gould, radio editor of the *New York Times*, "conveniently omitted certain pertinent language" in Sen. Johnson's reply to an earlier column supporting a lifting of the freeze [TELECASTING, Feb. 13].

He said Mr. Gould presumedly "does not like anyone to infer that his column is being prostituted by private interests." At another point he referred to "Mr. Gould and his fidelity in serving a pressure group which is determined to dominate the FCC."

The Senator reiterated his contention that FCC's earlier TV allocations in the VHF band were "ludicrously incorrect." But, he said, "having made a mistake, there is no reason for the Commission to compound the error now by again listening to the same siren voices who were so wrong before and who led them astray."

He said he had "never hesitated" to criticize FCC if he thought the Commission was in error, but that "I am not going to remain silent and let them become the butt of unwarranted and unprovoked assault by people who are trying to grind their own ax and without regard to the public interest and the general welfare."

Renewal Denied

RENEWAL of experimental television license for KE2XDO Jamaica, N. Y., was denied by FCC last week to Jamaica Radio Television Co. for experimental operation on Channel 13 (210-216 mc). The Commission indicated that one of KE2XDO's principal activities has been to render program service independent of any technical research. FCC said research proposed was on simplification of TV receivers and antennas for which experimental telecasting was not necessary. Station was first licensed in 1945.

Telestatus

(Continued from Telecasting 6)

7. Philco TV Playhouse 41.8
8. Captain Video** 40.2
9. Wrestling (WCPO) 37.7
10. Amateur Hour 37.2

* Multi-weekly show. Above rating for program of Monday, Feb. 6.

** Multi-weekly show. Above rating for program of Thursday, Feb. 2.

PHILADELPHIA

1. Texaco Star Theatre 70.4
2. Arthur Godfrey and Friends 61.1
3. TV Teen Club 56.9
4. Super Circus 52.5
5. Talent Scouts 52.3
6. Philco TV Playhouse 51.9
7. Toast of the Town 51.8
8. Frontier Playhouse* 50.2
9. WFIL Film Theatre 49.9
10. Stop the Music 47.8

* Multi-weekly show. Above rating for program of Wednesday, Feb. 1.

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* Ideco engineering covers the entire job, from foundation specifications to antenna array, including erection and inspection after erection. *No extras to buy.*

IDECO TRIANGULAR SECTION towers AM · FM · TV

THESE key figures in the DuMont Television Network were among DuMont executives attending a recent business conference at the network's New York headquarters. They are (l to r): Standing, Frank P. Schreiber, manager, WGN-TV Chicago; Comdr. Mortimer W. Loewi, director of the DuMont Television Network; James L. Caddigan, network program director; seated, Chris J. Witting, assistant network director.

Surrender

TELEVISION performed an unusual service to the public when an appeal to wanted criminals to surrender themselves was made on *The Black Robe* (NBC-TV Thursday, 8 p.m. EST) on its Feb. 9 telecast. The appeal, made by the program's judge and two masked ex-convicts, hit its mark when two Massachusetts youths, one 14 and the other 15, arrived at Andover, Mass., police headquarters shortly after the program went off the air and confessed to a robbery made some time ago.

SURGICAL TV

WKY-TV Uses Closed Circuit

FIRST telecast of a surgical operation in Oklahoma has been presented by WKY-TV Oklahoma City, the station reports. A closed-circuit pick-up viewed by more than 80 doctors, of an hour-long surgical demonstration was fed to an auditorium by the $90,000 mobile unit used by WKY for remote telecasts.

With this initial accomplishment, WKY reports the new Veterans Administration hospital slated for Oklahoma City plans to install TV equipment in the main surgical room, thus promising continuous medical use of television in that area. Demonstrations were staged by the station for the Oklahoma City Obstetrical and Gynecological Society. Doctors saw a complete hysterectomy, a Caesarian birth and three examples of obstetrics and gynecology using mannequins.

TV COMMITTEE

FCC Reaffirms Its Stand

FCC HAS reaffirmed its intention not to participate in the newly-formed National Television System Committee, created by the Radio Mfrs. Assn. to work on color TV standards [TELECASTING, Jan. 23].

The Commission declared its hands-off policy in early January, when it said, however, that it would welcome the committee's participation in the color TV hearing [TELECASTING, Jan. 9]. FCC declined the committee's invitation to participate in a letter sent a fortnight ago to Dr. W. R. G. Baker, NTSC chairman. The letter said in part:

> You will recall that in our letter to you of Jan. 3, 1950, we stated that if a national television systems committee should be formed under the auspices of the Radio Mfrs. Assn., "and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing." At the same time, we indicated that the formation of such a committee should remain entirely in the hands of the industry and that the Commission's position was dictated by its desire to avoid any implication that such committee "is to be regarded as an advisory committee named by the Commission." Since it appears from your letter and enclosure that the formation of the NTSC is substantially that which was contemplated by the Commission when it wrote to you on Jan. 3, 1950, the Commission is of the opinion that no basis exists for a change in its announced position.

Kellogg Renewal

KELLOGG Co., Battle Creek, Mich., has renewed Irene Wicker—"The Singing Lady"—on ABC-TV Sunday, 6-6:30 p.m., and expanded the station lineup to 15. Renewal, for 52 weeks, was planned by Kenyon & Eckhardt, New York.

Film Report

CASTON PRODUCTIONS, Los Angeles, producing series of four one-minute television commercials for **Buzza-Cardoza** (greeting cards), Los Angeles. Placed direct . . . **KEYL** (TV) San Antonio and **WFBM-TV** Indianapolis have purchased **Telemount Pictures Inc.,** Los Angeles, *Magic Lady and Boko* TV film series for 13 weeks . . .

Eddie Stanley, star of his own show on KTTV (TV) Los Angeles, joins **Telemount Pictures Inc.,** that city, as head of production firm. Mr. Stanley will write and produce TV packages for national distribution.

Six day Federal Internationale de Ski meet at Aspen, Col., Feb. 13-18, was filmed for television by **Harry Lehman** for **Cine-Tele,** Hollywood . . . **Filmack Trailer Corp.,** Chicago, releasing three one-minute title commercials to **Schmidt Baking Co.** (Old Home Bread), Baltimore, for eastern stations. Agency: **E. J. Sperry.** Same firm has completed spots for **Libby Furniture Store, Allied Automobile Co.** and **Studebaker Dealers,** all Chicago.

Filmtone Inc., Los Angeles, has leased Darmour Studios at Santa Monica Blvd. and Van Ness Ave. **Isidore Lindenbaum,** president of company, says expansion is necessary because of "expected increase in filming of television shows" . . . Three **DuMont Network** kinescoped shows are being offered for local participating sponsorship by **KTSL** (TV) Hollywood. Included are *Famous Jury Trials, The Plainclothes Man* and *Front Row Center.*

TEEVEE Film Co., Beverly Hills, Calif., has announced availability of six TV shows on syndicate-regional or national sponsorship basis. Included are *Veronica;* Erskine Johnson's *Hollywood Reel,* children's show *Gigi and Jack, See It and Believe It, Short Shorts* (series of 300 five-minute films based on short stories by famous authors), and **Leo Guild's** *Wizard of Odds,* half-hour show based on newspaper feature.

United Productions of America Inc., Burbank, Calif., reveals gross income of over a million dollars was made by firm for 1949. Company has started production of new series of 10 one-minute combination animated and live action films for **Ford Motor Co.** Agency: **J. Walter Thompson Co.**

Astatic Corp., Conneaut, Ohio, announces it will use TV on national scale for advertising its TV booster. First commercial one-minute spot produced by **Cinecraft Productions Inc.,** Cleveland, will appear over WNBK (TV) Cleveland. Agency: **Wearstler Adv. Inc.,** Youngstown, Ohio . . . **Jerry Fairbanks Productions,** Hollywood, announces purchase of "Your Show Time" film series originally filmed for Lucky Strike by **Grant-Realm Productions,** Los Angeles. Series of 26 half-hour segments to be known as "Master Works of Famous Authors." **Russ Johnston,** Fairbanks vice president, also announced plans to do test film this month of CBS *Silver Theatre* for **International Silver Co.** **Frank Telford,** director of TV show for **Young & Rubicam Inc.,** will go to Hollywood to supervise filming of what firm termed "first major New York live show" to test film as substitution for kinescope.

Film can create a better television network than coaxial cable—and cheaper. **Melvin L. Gold,** president of the National Television Film Council and advertising director of National Screen Service Corp. told the Washington Ad Club at a Tuesday luncheon session. Demonstrating technique with short advertising films, Mr. Gold pointed out that film has the advantage of perpetuating a show, giving opportunity to edit and of using talent when and where it is available. He said it is cheaper and just as acceptable as live shows.

Telepix Corp., Hollywood, has completed series of one-minute commercials for four Los Angeles **De Soto-Plymouth** dealers. Agency: **Liddiard & Co.,** Los Angeles . . . **WOR-TV** New York has purchased American Releasing Corp., Hollywood, TV show *Time for Beany* . . . **Holcombe Parkes,** former vice president in charge of public relations of National Assn. of Manufacturers, has joined staff of **Apex Film Corp.,** Los Angeles.

SCENE from *King Midas and the Golden Touch,* 10-minute television film released by Coronet Films, Chicago [TELECASTING, **Feb. 6**].

TV Components Guide

THE TELEVISION COMPONENTS HANDBOOK for the Philco Corp. Technical Advertising Assoc. 160 pp. $2.50.

THIS handbook is a companion volume to the *Radio Components Handbook* previously published. It covers the application of component parts in television receivers together with general component and television data. Both books may be obtained through Philco distributors or direct from Philco Corp., Accessory Division, Philadelphia.

RETAIL FILM

Cuff Urges Local Sales Effort

RETAILERS Television Film Service has produced business for some stations in some communities, but whether it will pay off for any particular station depends pretty largely on the effort and enthusiasm that station's sales staff puts behind it. Samuel H. Cuff, RTFS president, said fortnight ago in reviewing the organization's first six months of operation.

Mr. Cuff

Organized to serve the manufacturer, retailer and TV broadcaster alike, RTFS produces films suitable for use as video commercials for products of national manufacturers and distributes them to key TV stations for use by local retailers. The manufacturer pays for the films, the retailer for the TV time. The manufacturer gets increased promotion of his products, presented the way he determines is best. The retailer gets professional commercials for the merchandise he has for sale. The station gets material which can lead to the sale of time to the retailers in his community.

Obviously, Mr. Cuff pointed out, no one gets any benefit if the films are permitted to pile up on the shelves of the station's film storeroom. But everyone benefits when the films are used on the air. For example, he cited the case of the commercials for Lionel trains. Stations were asked to report on the use of these films during the six weeks preceding Christmas, when such merchandise is most salable. The station reports showed that 17 of the 53 RTFS key stations sold 175 Lionel spots to local retailers, with total time sales in excess of $6,500, Mr. Cuff said.

Conclusions Reached

Analysis of the station replies led Mr. Cuff to the following conclusions, in addition to the obvious one that if the films had not been available the stations probably would not have sold the spots and the manufacturer would not have had the promotion.

"First, the actual usage of the film depended almost entirely on the selling pressure put behind it by the local station. Markets in which one would have thought the films would not be sold produced sales. In other markets where the sale appeared to be a natural no sale was made.

"On reading the reports of the stations which did not sell the film, it was very apparent that in many cases no real effort was made. In other words, the films were sold in places where the station salesmen were enthusiastic about them and really pushed them. Where the salesmen were apathetic the films were not used and the time was not sold.

"Second and equally interesting," Mr. Cuff continued, "is that a substantial number of stations which were unable to sell the films for a Christmas promotion already have commitments for their use by local retailers during the coming year. The commercials are built around the idea that 'You can always add a line accessory' and that such accessories make fine birthday presents. A substantial number of dealers felt that they would get better results by stressing this angle instead of using the film just before Christmas.

Lack of Enthusiasm

"When we tried to determine the causes of the lack of enthusiasm for the films on the part of certain stations, we found that the fact that the films were kinescopic recordings was at least partly responsible. This objection was largely psychological on the station salesmen's part, as actual tests show that in home reception the picture resulting from a kinescopic recording is scarcely distinguishable from the picture originating on straight film.

"Realizing, however, that this psychological barrier is an important factor to contend with, RTFS has, after several months of price testing, finally been able to produce straight film commercials at a cost which is only slightly higher than that of the kinescopes."

When a station is approached by RTFS and asked to serve as key station in its market—that is, to keep the films on hand for audition either on request or at its own initiative, the typical reaction is definitely negative, Mr. Cuff said. Citing an actual case history he said that despite the negative attitude, films were sent the station with the suggestion that they be looked at and returned.

"With the returned film we received a letter indicating very slight interest," Mr. Cuff related. "A little while later an unsolicited letter arrived from this station asking that audition prints be sent them for showing to a prospect. Then came a request that the station be allowed to keep the print.

"Next came a letter stating that this station was very anxious to become a key station. Finally, the station wrote: 'This service should solve one of our very tough local problems in getting good commercials for local accounts.'

Incident at One Station

"In other stations a substantial amount of enthusiasm has apparently failed to produce any business. One such station in a very important southern market worked for four months without getting a single account. Quite suddenly the market broke and now practically every large department store and important retailer in the community is using television and the station is calling for more film than we have on hand.

"In scouting around for more films which can be made available for local use," Mr. Cuff continued, "RTFS has discovered that many manufacturers have good films which can inexpensively be adapted for this purpose. We are urging these manufacturers to have their films re-edited and placed with TV stations through the RTFS library."

Name brand, nationally advertised merchandise of the type promoted by the RTFS films is the easiest merchandise for a retailer to sell and the most profitable for him to advertise, Mr. Cuff pointed out, adding that this is not always appreciated by station salesmen. Even though the merchant may have a higher mark-up on non-brand goods, equal promotion of both types usually shows a far greater volume of business—and a larger net profit for the store—resulting from the promotion of name brands, he stated.

CHICAGO BID

Sabath Backs Channels Plea

REP. ADOLPH J. SABATH (D-Ill.) has lent his support to a resolution by the Chicago City Council calling on FCC on authorize the remaining three TV channels of its original seven-station allotment to Chicago [TELECASTING, Jan. 30, 23].

Rep. Sabath observed that although Chicago was authorized seven stations, only four were issued for actual operation in the city's metropolitan area, while New York and Los Angeles each was allotted and issued its full complement.

"Certainly this discrimination should not continue," Rep. Sabath told House colleagues, "particularly in view of the fact that the importance of Chicago as a center of commerce and industry is further evidenced by the fact that it was selected as the site of first U. S. International Trade Fair to be held in August 1950. Chicago should have its full quota of TV stations."

Rep. Sabath quoted the council resolution which cited Chicago's leadership in broadcasting, its production and origination of network programs, and possible harm which would result from further delay in authorizations.

Resolution also took note of FCC's current freeze and its "complex and time-consuming procedure which will delay the commencement of further operations in Chicago for at least 18 months and perhaps for another three or four years." It urged that all "appropriate steps" be taken looking toward issuance of the remaining authorizations.

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KARL G. JANSKY

Bell Labs Engineer Dies

FUNERAL SERVICES were held last Thursday for Karl Guthe Jansky, 44, world renowned radio engineer and transmission expert for Bell Telephone Labs, who died Tuesday in Riverview Hospital at Red Bank, N. J. He had been working at the Bell Labs' experimental station at Holmdel, N. J. Services were held at Red Bank.

Mr. Jansky, who joined Bell Labs in 1928, was credited with a number of discoveries resulting from studies of electronic amplifiers and receivers and design of a number of wide band amplifiers, which commanded much of his attention. In particular he was considered an expert on radio transmission and on atmospheric and other kinds of interference. An author of many technical papers, he was a Fellow of the Institute of Radio Engineers.

Surviving are his wife, Mrs. Alice K. Jansky, his mother and father, a son and a daughter, two sisters, and three brothers, including Cyril M. Jansky, senior partner in the Washington consulting radio engineering firm of Jansky & Bailey.

Poppele Anniversary

J. R. POPPELE, vice president in charge of engineering for WOR New York, last Thursday celebrated his 28th year with the station. Mr. Poppele, WOR's first engineer, put the station on the air Feb. 22, 1922, and since has supervised the technical growth of WOR from a 250 w station to its present 50 kw. Mr. Popple, who directs all engineering projects for WOR-AM-FM-TV and WOIC (TV) Washington, is a member of the board of directors of MBS and recently was elected for the sixth term, President of Television Broadcasters Assn., which he helped found.

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January Box Score

STATUS of broadcast station authorizations and applications at FCC as of January 31 follows:

	AM	FM	TV
Total authorized	2,239	770	110
Total on the air	2,101	725	98
Licensed (All on air)	2,063	489	33
Construction permits	176	275	79
Conditional grants		6	
Total applications pending	1,015	265	397
Requests for new stations	326	43	350
Request to change existing facilities	282	38	13
Deletion of licensed stations in January		3	
Deletion of construction permits	1	20	
Deletion of conditional grants		2	

BMI CLINIC

L. A. Sessions Held

ABILITY to sell is first requisite of a good disc jockey, Paul Masterson, KNX Hollywood, record m.c. said during the first Pacific Coast BMI Program Directors' and Librarians' Clinics held at KHJ, that city, last Wednesday.

Al Poska, KFI and Bob McLaughlin, KLAC record m.c.'s backing up this contention, declared there must be a definite balance between music, chatter and commercials.

"See the product and get better acquainted with your sponsor and his merchandising and selling problems, and thus become a better salesman," Mr. Masterson advised. "More often we only see the commercial copy that is placed before us, but never the product advertised."

Although they agreed that a record m.c. must know and have an appreciation of good music, he can ruin a program with too much chatter and nonsense. Ingenuity is the thing that pays off.

Maury Webster, KNX assistant program manager, advised that station build special and specific shows around their recorded music, and thus build greater audience.

Off the record speaker at luncheon was Robert J. Burton, BMI New York vice-president in charge of publishers relations who told of the many ramifications involving copyright law in broadcasting.

Afternoon session was given over to inspection of a BMI model library via "slides" and discussion of systems set up by station librarians to service program directors and record m.c.'s.

ARKANSAS CASE

Detailed Issues Reported

REVISION of issues to specify bill of particulars was made by FCC last week in its ownership investigation of KXLR North Little Rock, KWEM West Memphis, KHOZ Harrison and KWAK Stuttgart, all Ark. [BROADCASTING, Sept. 5, 1949]. Specific issues had been requested by the stations.

FCC also denied petitions of KHOZ, KXLR and KWAK for separate hearings in the case, indicating the issues were interrelated. The Commission stated it wished to determine who are the present owners of the stations and when and from whom ownership was acquired. FCC also indicated it wished to determine whether stock holdings had been transferred without approval and if all facts had been correctly represented to the Commission.

The revised issues specifically listed a series of alleged stock transfers and other details about which FCC wished to inquire. Transfers of holdings by Beloit Taylor in KWEM and KHOZ in 1946 to Phillip G. Back and John F. Wells are the first mentioned by FCC.

CANADIAN BINGO

Dominion Withholds Decision

NO DECISION was reached by board of governors of Canadian Broadcasting Corp. on playing of radio bingo on Canadian stations, following a hearing on a proposed ban on radio bingo at Toronto, Feb. 10. Moving picture theatre operators and members of the Protestant churches opposed the playing of bingo on Canadian stations at this hearing, while service clubs and various institutions and certain church organizations upheld the playing of the games, proceeds of which go to charity. Service clubs operating the games over small-town Canadian stations, showed that up to 75% of bingo takes go to charity, the remainder being for legitimate expenses. Radio stations charge only $25 for half hour to service clubs, it was shown.

At the same sitting of CBC board license for new AM French-language station at Victoriaville, Que., 1 kw on 1380 kc, was approved, along with share transfers of a number of stations. CJSH-FM Hamilton, Ont., was recommended for an increase in power from 745 w to 9,200 w on 102.9 mc.

FCC Actions

(Continued from page 64)

February 15 Applications . . .

ACCEPTED FOR FILING

License for CP

WTPS New Orleans—License to cover CP change power, hours etc.

KLIF Oak Cliff, Tenn.—License to cover CP change frequency, power etc.

WCUE Akron, Ohio—License to cover CP new AM station.

AM—910 kc

KLCN Blytheville, Ark.—CP change from 900 kc 1 kw D to 910 kc 1 kw-D 100 w-N unl.

AM—1230 kc

KGEK Sterling, Col.—CP increase power from 100 w to 250 w.

WGUY Bangor, Me.—CP change from 1450 kc to 1230 kc.

Modification of License

WMTR Morristown, N. J.—Mod. license increase 500 w to 1 kw, operating on 1250 kc D.

Modification of CP

WFMJ Youngstown, Ohio—Mod. CP change frequency etc. for extension of completion date.

Applications for mod. CP to extend completion date filed by following FM stations: KFEQ-FM St. Joseph, Mo.; WMFD-FM Wilmington, N. C.; WDBO-FM Orlando, Fla.; WCUM-FM Cumberland, Md.; WHB-FM Kansas City, Mo.

TENDERED FOR FILING

SSA—540 kc

KFRM Kansas City, Mo.—Request for SSA for 540 kc 5 kw unl. DA-DN for period of regular license.

Modification of License

WTVB Coldwater, Mich.—Mod. license change from DA to non-DA operation; assigned 1 kw D on 1590 kc.

APPLICATION RETURNED

License Renewal

KMNS San Luis Obispo, Calif.—RETURNED Feb. 9 application for license renewal.

APPLICATION DISMISSED

AM—1230 kc

Gordon P. Brown tr/as Niagara Bestg. System, Niagara Falls, N. Y.—DISMISSED Feb. 9 application for CP new AM station 1230 kc 100 w unl.

February 16 Decisions . . .

BY COMMISSION EN BANC

Changes Authorized.

Following authorized changes in existing facilities as shown:

WGCH Greenwich, Conn.—Change power from 340 w to 460 w, ant. from 160 ft. to 80 ft.

WCOH-FM Newnan, Ga.—Change from Class B to Class A station; frequency from Channel 222 (92.3 mc) to Channel 244 (96.7 mc) power from 4.2 kw to 330 w.

KFMX Council Bluffs, Ia.—Change power from 370 kw to 9.3 kw; ant. from 1,050 ft. to 230 ft.

WCOV-FM Montgomery, Ala.—Change power from 5.1 kw to 4.1 kw; ant. from 230 ft. to 220 ft.

WBZA-FM Springfield, Mass.—Change power from 3.95 kw to 10 kw; ant. from 906 ft. to 150 ft.; WBZA to request authority to determine operating power by indirect method during construction and file new ant. resistance measurements and Form 302 upon completion of construction, and subject to condition that action is without prejudice to any action Commission may take with respect to authorizations or applications of grantee in view of decision of U. S. District Court in United States v. General Electric Co. et al., Civil Action No. 1314, District Court, New Jersey.

(Continued on page 84)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

NEW CONWAY OUTLET

FCC Would Favor Conway Co.

NEW AM station on 1230 kc with 250 w fulltime would be granted Conway Broadcasting Co., Conway, Ark., operator of KOWN (FM) there, according to an initial decision reported by FCC last week. FCC Hearing Examiner J. D. Bond ruled to deny a competitive bid of Faulkner County Broadcasting Co. for the same assignment.

The examiner preferred Conway Broadcasting because of local resident ownership, long familiarity with area and more adequate technical evidence. Faulkner County Broadcasting Co. is a partnership composed of Norbert B. Donze, his brother, Elmer Lawrence Donze, and Leonard Murel Rose, all of St. Genevieve, Mo. The Donze brothers own KSGM St. Genevieve. Mr. Rose is KSGM chief engineer.

FCC Actions

(Continued from page 83)

Decisions Cont.:

Petition Granted

KXLR No. Little Rock, Ark.; KWEM West Memphis, Ark.; KHOZ Harrison, Ark.; KWAK Stuttgart, Ark.—Granted petitions of four licensees requesting Commission amend order of Aug. 31, 1949, in re proceeding involving applications for renewal of licenses for bills of particulars; ordered issues in order of Aug. 31 be deleted and new issues inserted in lieu thereof.

Petition Denied

KHOZ Harrison, Ark.; KXLR No. Little Rock, Ark.; KWAK Stuttgart, Ark.—Denied peitions of KHOZ et al. for separate hearings in re above proceedings.

Renewal Denied

Jamaica Radio Tele. Co., Jamaica, N. Y.—Denied application for renewal of experimental television station KE2XDO operating on Channel 13. Also denied application for CP to change trans. and ant. site, studio location, and make equipment changes.

Extension Granted

WNYC New York—Granted extension SSA to operate additional hours 6 a.m. EST to local sunrise at New York and local sunset at Minneapolis, Minn. to 10 p.m., EST, using DA-2, beginning March 2 and ending six mos. thereafter or such time as final determination has been made in clear channel hearing.

Time Extended

New Mexico College of Agr. and Mechanic Arts, and KOB Albuquerque, N. Mex.—Upon joint petition extended time within which KOB is required to comply with Sec. 3.109, from period Feb. 15 to April 14.

Extension Denied

WOPT Scriba, N. Y.—Denied application for extension of time within which to complete construction. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing.

Hearing Designated

El Dorado Bcstg. Co., El Dorado, Ark.—Designated for hearing May 3 in Washington, application for new station on 1400 kc 250 w unl., and made KCLA Pine Bluff, Ark., KTFS Texarkana, Tex. and KNOE Monroe, La., parties to proceeding.

Atascosa Bcstg. Co., Pleasanton, Tex.—Designated for hearing May 5 in Washington, application for new station on 990 kc 1 kw D.

Pratt Bcstg. Co., Pratt, Kan.—Designated for hearing May 8 in Washington, application for new station on 1230 kc 250 w D, and made WBBZ Ponca City, Okla. a party to proceeding.

Extension Granted

WOKO Albany, N. Y.—Granted extension SSA to operate 1 kw-D, 500 w-N, to April 24.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 16

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,107	2,068	183		314	262
FM Stations	715	489	272	*5	49	28
TV Stations	99	34	78		350	182

* Three on the air.

• • •

Dockett Actions . . .

Initial Decision

Conway Bcstg. Co. and Faulkner County Bcstg. Co., Conway, Ark.—Announced initial decision by Examiner J. D. Bond to grant application of Conway Bcstg. Co. for new AM station on 1230 kc, 250 w unlimited, and to deny application of Faulkner County Bcstg. Co. for same facilities. See story this issue. Decision Feb. 16.

OPINIONS AND ORDERS

WMFJ Daytona Beach, Fla. — By memorandum opinion and order denied petition of W. Wright Esch requesting priority and early consideration be given his application for CP. Decision Feb. 16.

WXLW Indianapolis — By order denied SSA to operate from local sunset at Indianapolis to midnight on 1590 kc with 250 w. Operation would involve objectionable interference to WAKR Akron, Ohio. WXLW now operates daytime on 1590 kc with 1 kw. Decision Feb. 16.

Okefenokee Bcstg. Co., Waycross, Ga., and WGAF Valdosta, Ga.— By memorandum opinion and order denied petition of Okefenokee Bcstg. for rehearing or reargument of decision on Aug. 11, 1949, denying its application and granting new station bid of Valdosta Bcstg. Co. for WGAF (910 kc, 5 kw, directional night) [BROADCASTING, Aug. 15, 1949]. FCC indicated petitioner should have raised certain of its objections to evidence in exceptions to proposed decision. Petition denied Feb. 16.

Non-Docket Actions . . .

AM GRANTS

Puyallup, Wash.—W. Gordon Allen, granted 1400 kc, 100 w fulltime; estimated cost $8,300. Mr. Allen is business manager and executive director KYAK Yakima, Wash. Program tests will not be authorized until KRKO ceases operation on 1400 kc. Granted Feb. 16.

New Iberia, La.—Queen City Bcstg. Co., Inc. granted 1570 kc, 1 kw daytime. Estimated construction cost: $31,900. Principals include: George H. DeClouet, stockholder General Securities Co., Port Allen Finance Co. and Baton Rouge Insurance Co., 50%; Paul M. Cochran, sole owner Baton Rouge Floor Covering Co., 25%; A. P. McLachlan, stockholder in Baton Rouge Insurance Co., 25%. Granted Feb. 16.

Portland, Ind.—Glenn West granted 1440 kc, 500 w daytime. Granted Feb. 16.

FM GRANT

Leaksville, N. C.—Douglas L. Craddock granted Class A FM station Channel 224 (92.7 mc), ERP 820 w., antenna above terrain 70 ft. Applicant is licensee WLOE Leaksville. Granted Feb. 16.

TRANSFER GRANTS

WHAK Rogers City, Mich.—Granted transfer of control in Rogers City Bcstg. Co., licensee, from Alfred Klann to Harry A. Klann, Albert G. Klann and 63 others. Alfred Klann originally held 300 of 500 sh. part of which he redistributes in amounts up to 5 sh. to local residents. Consideration is $24,500. WHAK is assigned 960 kc, 1 kw day. Granted Feb. 16.

WWYO Pineville, W. Va.—Granted assignment of license from Clarence W. Meadows, William D. Stone, and William T. Lively d/b as Wyoming Bcstg. Co. to Wyoming Bcstg. Corp. in which each of three original partners is officer and 18.38% owner. Newcomers include: R. D. Bailey, attorney, president 4.85%; Jack Shipman, owner-publisher Pineville Independent Herald, executive vice president-treasurer 2.89%; C. S. Worrell, attorney, director 4.62%. Garland F. Wilkenson associated with three original WWYO partners in ownership WCAW Charleston, director; and Addie May Wilkinson, 4.04%. WWYO is assigned 1 kw day on 970 kc. Granted Feb. 16.

WOBS Jacksonville, Fla. — Granted transfer of control of Southern Radio and Equipment Co. through sale of stock for $34,000 to E. D. Rivers Sr., licensee WGOV Valdosta, Ga., 70%; Carmen Macri, WOBS manager, 10%; R. H. Gunckel Jr., commercial manager WOBS, 10% and J. R. Sharpe whose interest is reduced from 26.3% to 10% through sale. Other sellers in addition to Mr. Sharpe include J. H. Coppedge, James T. Monahan, J. R. and K. H. Anderson. WOBS is assigned 1 kw day on 1360 kc. Granted Feb. 16.

WENA Bayamon, P. R.—Granted relinquishment of control of Bayamon Bcstg. Corp., licensee, from Ramon Agudo 54.19% owner, through sale by him of 76 sh. for $9,500 to three other minor stockholders. Holdings after grant: Mr. Agudo, 25.19%; Domingo Diaz Alejandro, 25.19% and Alberto Diaz Atiles and Gustavo Diaz Atiles 24.81% each. WENA is assigned 250 w on 1560 kc. Granted Feb. 14.

KSDO-AM-FM San Diego, Calif.—Granted transfer of negative control in San Diego Bcstg. Co., licensee, to C. Arnholt Smith. C. A. Smith presently holds 250 sh. of 1000 outstanding and buys from his brother John A. Smith his entire holdings of 250 sh. for consideration of $25,000. KSDO is assigned 1130 kc, 5 kw unlimited DA-2. Granted Feb. 14.

KVLH Pauls Valley, Okla.—Granted voluntary assignment of license to KVLH Bcstg. Co., licensee, from partnership of James T. Jackson, Phil Crenshaw, George A. Rountree, Harley E. Walker and Galen O. Gilbert to new partnership of same men with exception of Mr. Gilbert who assigns his 25% interest to Mr. Jackson. Mr. Jackson cancels note for $18,750. KVLH is assigned 1470 kc, 250 w day. Granted Feb. 14.

Deletions . . .

ONE AM authorization and eight permits reported deleted by FCC. Total to date this year AM 13; FM 1; TV 1. Deletions and reasons for withdrawal follow:

WUTA Utica, N. Y.—U. T. K. Radio Corp. CP Feb. 7.

WBNB (FM) Beloit, Wis.—Board of Trustees Beloit College. License Feb. 14. Expenses far exceed income.

WSBT-FM South Bend, Ind.—South Bend Tribune. License Feb. 14. Request of applicant.

WBAY-FM Green Bay, Wis.—WBAY Inc. License Feb. 14.

KFMB-FM San Diego—Jack Gross Bcstg. Co. Conditional grant Feb. 1. Devote resources to television.

WTQS (FM) Evanston, Ill.—Lake Shore Bcstg. Co. CP Feb. 14.

KIDO-FM Boise, Ida.—KIDO has License Feb. 7. Lack of need for FM.

WCIL-FM Carbondale, Ill.—Southern Illinois Bcstg. License Feb. 7. Lack of FM audience.

WAGE-FM Syracuse, N. Y.—WAGE Inc. CP Feb. 7. Meager FM listenership in area.

New Applications . . .

AM APPLICATIONS

Scottsboro, Ala.—Mrs. Rose M. Kirby 1280 kc, 1 kw daytime. Estimated construction cost $23,436.28. Mrs. Kirby is secretary for Jackson Co. Soil Conservation Assn. Filed Feb. 15.

Juneau, Alaska—Aurora Bcstrs. Inc. 580 kc, 1 kw unlimited. Construction cost $29,797.95. Principals in corporation include: Austin E. Lathrop, president and controlling stockholder KFAR Fairbanks and KENI Anchorage, president 44.87%; Miriam L. Dickey, secretreas. 6.41%; A. G. Hiebert, general manager KENI, minority stockholder in KFAR and KENI, director 3.84%; Ruth Erickson and Maxine Erickson jointly own 12.82%. Mr. Erickson is commercial manager KFAR and holds 3% interest in McCardell Enterprises, recording firm; Delmar L. Day, sports editor KFAR 12.82%; John F. Mullen, president and stockholder B. W. Behrends Bank, Juneau, 2.56%; Allen Shattuck, co-partner in insurance and bonding business, 2.56%; Wallis E. George, president and minor stockholder in Juneau Cold Storage Co. 2.56%; Volney Richmond, vice president and general manager Northern Commercial Co., 2.56%; Ben F. Shearer, president and principal owner Juneau Empire Theatre, 2.56%; Harry J. Bill, president and stockholder Evans Juneau Coal Co., 6.41%. Filed Feb. 15.

Ketchikan, Alaska—Aurora Bcstrs. Inc. 630 kc, 1 kw unlimited. Application filed simultaneously with that for Juneau, Alaska. See above. Filed Feb. 15.

Clovis, N. M.—New-Tex Bcstg. 1240 kc, 100 w unlimited. Estimated construction cost $41,000. Equal partnership includes Wallace Simpson and H. S. Boles. Mr. Simpson is farmer and rancher and Mr. Boles is assistant manager KICA Clovis and was at one time 33⅓% owner KORC Mineral Wells, Tex. Filed Feb. 15.

Little Falls, Minn.— Capital City Bcstg. Co. Inc., 960 kc, 500 w daytime. Estimated construction cost: $22,665.50. Principals include: Thornton G. Simpson, owner finance company and real estate businesses, president 33⅓%; George L. Heleniak, St. Paul manager WTCN Minneapolis, vice president 33⅓%; William F. Johns Jr., general manager WSHB Stillwater, Minn. and 22½% owner; 15% owner WKLO Cloquet, Minn. and 30% owner Owatonna Bcstg. Co., Owatonna, Minn. Filed Feb. 14

Beckley, W. Va.—Beckley Newspapers Corp., 1450 kc, 250 w unlimited. Estimated construction cost $7,5[illegible]. Beckley Newspapers Corp., is licensee of WCFC FM outlet that city. Charles Hodel is president of corporation. Filed Feb. 14.

Litchfield, Ill.—Mid-Illinois Bcstg. Co., 1540 kc, 1 kw daytime. Estimated construction cost $37,653.56. Principals in corporation include: Hayward L. Talley, engineer WOKZ Alton, president 39.08%; Thomas F. Payton Jr., chief engineer WOKZ, secretary-treasurer 39.08%; Roy Talley, farmer 14.38%; there are ten minor stockholders. Filed Feb. 15.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

RAG MOP

On Records: **Ames Brothers—Dec. 60140; Johnny Lee Wills—Bullet 696; Ralph Flanagan—Vic. 20-3688; Lionel Hampton—Dec. 24855; Starlighters—Cap. 844; Foggy River Boys—Dec. 46214; Tony Romano & Johnny Bradford—Vic. 20-3685; Eddy Howard—Mer. 5371; Doc Sausage—Regal 3251; Chuck Merrill—Bullet 322; Jimmy Dorsey—Col. 38710; Leon McAuliffe—Col. 20669; Pee Wee King—Vic. 20-0167; Johnny—MGM 10267.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Dec. 31	262
Number of network commercials starting during January	24
Number of network commercials ending during December	6
Number of commercials on the four nationwide networks, Jan. 31	280

January Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Doubleday & Co.	Edwin C. Hill	NBC	Sun. 4-4:15 p.m.	Huber Hoge
Doubleday & Co.	Facts Unlimited	NBC	Sun. 4:15-4:30 p.m.	Huber Hoge
RCA	Screen Directors Playhouse	NBC	Fri. 9-9:30 p.m.	J. Walter Thompson
Jos. Schlitz Brewing Co.	Halls of Ivy	NBC	Fri. 8-8:30 p.m.	Young & Rubicam
Shulton Inc.	High Adventure	NBC	Sun. 4:30-5 p.m.	Wesley Assoc.
B. T. Babbitt	David Harum	NBC	Mon.-Fri. 11:45-12 noon	Duane Jones
Pillsbury Mills	House Party	CBS	Mon.-Fri. 3:30-3:55 p.m.	Leo Burnett
Pillsbury Mills	Cedric Adams	CBS	Mon.-Fri. 3:55-4 p.m.	Leo Burnett
Doubleday & Co.	Galen Drake	CBS	Sun. 2:30-2:45 p.m.	Huber Hoge
Doubleday & Co.	Ted Steele	CBS	Sun. 2:45-3 p.m.	Huber Hoge
Wm. H. Wise Co.	Get More Out Of Life	CBS	Sat. 2:30-3 p.m.	Thwing & Altman
Wm. H. Wise Co.	Get More Out Of Life	CBS	Sun. 12-12:30 p.m.	Thwing & Altman
Wm. R. Wrigley	Life with Luigi	CBS	Tues. 9-9:30 p.m.	Arthur Meyerhoff
Liggett & Myers	Arthur Godfrey Digest	CBS	Sat. 9:30-10 p.m.	Cunningham & Walsh
Wm. H. Wise Co.	Get More Out Of Life	ABC	Sun. 10:15-10:30 p.m.	Thwing & Altman
Doubleday & Co.	Jacques Frey	ABC	Sat. ½ hr. following Metropolitan Opera	Huber Hoge
Miles Labs.	Edwin C. Hill	ABC	Mon.-Fri. 7-7:05 p.m.	Wade Adv.
P. Lorillard Co.	Dr. I. Q.	ABC	Wed. 8-8:30 p.m.	Geyer, Newell & Ganger
Ronson Art Metal Works	Johnny Desmond Show	ABC	Wed. 8:55-9 p.m.	Grey Adv.
William R. Warner	Walter Winchell	ABC	Sun. 9-9:15 p.m.	Kenyon & Eckhardt
Anahist Co.	True or False	MBS	Sat. 5-5:30 p.m.	Foote, Cone & Belding
Anahist Co.	The Falcon	MBS	Sun. 7-7:30 p.m.	Foote, Cone & Belding
Kellogg Co.	Mark Trail	MBS	MWF 5-5:30 p.m.	Kenyon & Eckhardt
William H. Wise	Get More Out of Life	MBS	Sat. 5:30-5:45 p.m.	Thwing & Altman

January Deletions

B. T. Babbitt	Laura Lawton	NBC	Mon.-Fri. 11:45-12 noon	Duane Jones
Waltham Watch Co.	Share the Wealth	ABC	Mon. 8-8:25 p.m.	Hirshon-Garfield
United Electrical Radio & Machinery Workers of Amer.	Arthur Gaeth	ABC	Mon. 10-10:15 p.m.	Weinstein & Co.
P. J. Ritter Co.	Betty Clark Sings	ABC	Sun. 3:15-3:30 p.m.	Clements Co.
Wander Co.	Captain Midnight	MBS	Tues.-Thurs. 5:30-6 p.m.	Hill-Blackett
Ronson Art Metal Wks.	Johnny Desmond	MBS	Sun. 7:55-8 p.m.	Grey Adv.

January One-Timers

Communications Workers of America	Speech by J. A. Beirne	ABC	Jan. 25, 9:30-9:45 p.m.	Leon Loeb
Gillette Safety Razor	Sugar Bowl Game	ABC	Jan. 2, 2:30-5:23 p.m.	Maxon
R. J. Reynolds	Cotton Bowl Game	NBC	Jan. 2, 2:30-5:30 p.m.	William Esty
Ford Dealers of America	Can You Top This	MBS	Jan. 4, 18, 8-8:30 p.m.	J. Walter Thompson
Ford Dealers of America	Mutual Newsreel	MBS	Jan. 6, 13, 10:15-10:30 p.m.	J. Walter Thompson
Ford Dealers of America	Hawaii Calls	MBS	Jan. 7, 14, 7-7:30 p.m.	J. Walter Thompson
Ford Dealers of America	The Saint	MBS	Jan. 8, 15, 7:30-8 p.m.	J. Walter Thompson
Ford Dealers of America	Crime Fighters	MBS	Jan. 9, 9:30-10 p.m.	J. Walter Thompson
Ford Dealers of America	Peter Salem	MBS	Jan. 9, 8:30-8:55 p.m.	J. Walter Thompson
Ford Dealers of America	Mysterious Traveler	MBS	Jan. 10, 9:30-10 p.m.	J. Walter Thompson
Ford Dealers of America	I Love a Mystery	MBS	Jan. 16, 7:45-8 p.m.	J. Walter Thompson
Ford Dealers of America	Guy Lombardo	MBS	Jan. 16, 10:30-11 p.m.	J. Walter Thompson
Ford Dealers of America	Official Detective	MBS	Jan. 17, 8:30-8:55 p.m.	J. Walter Thompson
Ford Dealers of America	Annual Sports Award Dinner	MBS	Jan. 19, 9:30-10 p.m.	J. Walter Thompson

NEW P. I. LIST

SOUTHERN BELL TELEPHONE was charged last week with discriminating against radio in subsetting free-time material while buying space for the same messages in other media. The charge was made by Douglas Silver, president of WIRA Fort Pierce, Fla., in a letter to A. S. Dobbs, manager of the local Southern Bell office.

Meanwhile, in the field of per inquiry advertising a new development appeared when prospective advertisers were offered a list of stations in every state at a rate of 50 cents per station. All of these stations were described by H. K. Simon Advertising, 59 Park Ave., New York, as handling per inquiry business.

The firm said in a mimeographed letter that about one station in six will use PI. Its list was described as including 440 stations. With the list, the firm says it will provide an explanation of PI procedure and tell how to conduct campaigns.

Compilation of the list took months, it is stated, and the offer is described as helping the firm amortize its investment. A checklist is offered to determine if products qualify for PI. Some of the qualifications follow:

It should not have national distribution in stores. The more unusual it is—the better.

Retail price should be between $1 and $10.

It should have wide appeal to the masses.

It should be readily mailable and you must prepare to get facilities for mailing by the thousands.

Product should not depend on eye appeal. . . . Must lend itself to exciting description.

"De we have just 'fleabite' stations?" Mr. Simon asks. "No sir! Some are great 50,000-watters! Any big cities? Many of the biggest! Any other questions? Don't hesitate to ask."

Mr. Simon describes it as the "safest, 'no-risk' system of advertising and selling we've ever seen." He includes a list of typical mail order campaigns. Special prices are quoted for section of the list of stations, ranging from $200 for the entire list to $25 for a minimum test list of 50 stations.

In his protest about use of paid advertising in other media with radio getting free-time material Mr. Silver told Southern Bell Telephone Co. it "is apparently following a discriminatory policy against the radio business."

Mr. Silver wrote;

During the last several weeks your company, in an effort to influence public opinion in favor of the phone company's labor relations policies, has issued statements including much background material relating to the labor problems now facing Southern Bell. This was good public relations, particularly when you, as manager, obviously went to some time and trouble to see that the local newspaper and this radio station received this material on a fair, simultaneous release basis.

So far, so good. Then the policy began to waver. The statements issued as news material and treated as such by both press and radio were backed up by a number of paid display advertisements in the local newspaper with no schedule of paid advertising for the local radio station.

It seems to me this places Southern Bell in an equivocal position. I cannot escape the conclusion that this places your company in the position of favoring newspapers as advertising media as against radio stations—or at least this one. It places your company in the position of feeling that radio's help in influencing public thought is a good thing, provided that this help can be obtained on a gratis basis—but that radio's power in molding public opinion is not really worth paying for in the form of advertising. . . .

WIRA Hits Free Time Request

In cooperation with the U. S. Government's sponsorship of "Eat Chicken Week," Johnny Faulk, Columbia Concert artist heard daily on WPAT Paterson, N. J., turns that old-old question, "Which came first the chicken or the egg?" into a contest. During the observance of the week, Mr. Faulk offered six dozen chickens every day for the best answers sent in by listeners.

At Deadline...

COMMUNICATIONS BOARD NAMED BY PRESIDENT

TEMPORARY five - man Communications Policy Board, to be headed by former FCC Comr. Irvin L. Stewart, president, U. of West Virginia, named Friday by President Truman to study use of radio and wire communications by government and through FCC by private agencies [BROADCASTING, Nov. 28, 1949]. He had denied only last week that he intended to appoint such a board.

Board will make recommendations to President on policies to govern "most effective use" of radio frequencies on both levels and in international radio and wire communications, and evaluate relationship of government communications to those allocated through FCC. Group would dissolve Feb. 17, 1951.

Additionally, board is authorized to "hear and consult" with representatives of industry and federal government on subjects under study by board. Mr. Truman asked executive departments and agencies to cooperate with board and furnish any information it may need. Board asked to submit report by Oct. 31, 1950.

Also named to board were: Dr. Lee A. DuBridge, president, California Institute of Technology, Pasadena, Calif.; Mr. David H. O'Brien, Hackettstown, N. J.; Prof. William J. Everitt, chief, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.; Dr. James R. Killian Jr., president, Massachusetts Institute of Technology, Cambridge, Mass.

RADIO SET PRODUCTION MAINTAINS HIGH LEVEL

RADIO set production in January maintained high rate of late 1949, according to summary of output of Radio Mfrs. Assn. member companies. TV output also at high level.

January radio set output (AM-only) totaled 660,195 units compared to 620,382 in December, running counter to traditional post-holiday pattern.

FM-AM and FM-only production totaled 89,136 sets in January compared to 86 559 in December. Another 34,087 FM tuners were included in January TV production.

Output of TV sets in January reached 335 - 588, with weekly average 15% over December and 8% above rate of record-breaking last quarter of 1949. All-time peak in TV output for one week reached last week in January when 97,986 sets were produced. Total radio and TV output in January, a four-week work month, was 995,783 sets, according to RMA.

NARBA To Hear Report

(Continued from page 4)

FCC's AM engineering division. Other members: T. A. M. Craven, Washington consulting engineer; G. F. Leydorf of WJR Detroit, for Clear Channel Broadcasting Service; Raymond F. Guy, NBC; James D. Parker, CBS; Underwood Graham, FCC; Ledo Antonio Marti, Cuban inspector general of radio; and Ventura Montes, Carlos J. Estrada, and Raul Karman.

U. S. delegation has prepared its own allocations proposal for solution of impasse which developed when U. S. rejected Cuban channel demands at Montreal NARBA sessions last December. U. S. list had approval of both government and industry representatives at conference. Cuban delegates understood to have given it critical reception but left U. S. observers hopeful that satisfactory bilateral agreement can be reached.

BRIEFS OPPOSE FCC PLAN ON TRAFFIC IN FREQUENCIES

FCC PROPOSAL to curb "trafficking in frequencies"—by automatically forfeiting permits of stations sold before they commence program tests—opposed in briefs filed Friday by NAB, Federal Communications Bar Assn., and Pierson & Ball, Washington law firm on behalf of 13 stations. Comments attacked proposed rules issued by FCC in mid-January [BROADCASTING, Jan. 16].

NAB held Congress intended CPs to be forfeited only if construction not completed on time, according to provisions of Communications Act, which also calls for case-by-case consideration of merits of each transfer to determine if in public interest.

FCBA also charged proposed rules "inconsistent" with Act and would require FCC to "abandon its obligation to determine each application upon the individual merits thereof." Pierson & Ball held "lumping of the innocent with the guilty" for administrative convenience could not justify non-compliance with law "or the substitution of fiat for adjudication."

GROUP NAMED TO ADVISE ON NAB GENERAL MANAGER

MEMBERSHIP of special NAB advisory board to assist President Justin Miller in selection of general manager, under terms of Arizona board mandate [BROADCASTING, Feb. 13], announced Friday. Committee headed by Clair R. McCollough, Steinman Stations (Pa., Del.), who received most votes in poll of board.

Other members in order of votes received follow: Harold E. Fellows, WEEI Boston; Howard Lane, WJJD Chicago; Robert D. Swezey, WDSU-TV New Orleans; Calvin J. Smith, KFAC Los Angeles. They represent, in order, small, network, large, television and independent stations.

RAYTHEON DENIED REHEARING PETITION

PETITION of Raytheon Mfg. Co. for rehearing of FCC's refusal to extend completion date of WRTB (TV) Waltham, Mass., denied by Commission Friday. Final ruling reported to deny as in default new station bid of Starlon S. and Tildon M. Adcock for 1 kw daytime on 570 kc at Goldsboro, N. C. [BROADCASTING, Jan. 23]. FCC also declined to vacate initial decision and rehear Huntington, N. Y., 740 kc case.

In WRTB case, FCC said alleged new Raytheon evidence wouldn't change ruling that firm hadn't been diligent in proceeding with construction of station granted in 1946. Commission held facts which Raytheon claimed were erroneous are supported by record [BROADCASTING, Dec. 26, 1949]. In Huntington action, FCC denied petition of The Connecticut Electronics Corp. to set aside initial ruling to grant 1 kw day on 740 kc to Huntington-Montauk Broadcasting Co. [BROADCASTING, July 25, 1949]. Oral argument set March 24. Connecticut Electronics, Bridgeport, Conn., and Westco Broadcasting Corp., White Plains, N. Y., received proposed denials.

RACING CASE ARGUED

ORAL ARGUMENT on WTUX Wilmington, Del., horse racing case held before FCC Friday. Commission counsel opposed initial ruling, to grant WTUX license renewal, which found programs questioned were not intended to aid illegal gambling but were subverted to that end [BROADCASTING, Dec. 26, 1949, Jan. 2]. WTUX attorney argued that station owners, new to radio and without counsel until hearing, modified race results programming promptly to cooperate with local police requests upon learning of situation at investigation.

Closed Circuit

(Continued from page 4)

Eugene F. McDonald's movie connection. Question is whether Cecil B. DeMille, Hollywood fabulous lone wolf of productions, is tied with Mr. McDonald. Mr. DeMille, although dependent, releases through Paramount.

IDEA for salvaging of NAB's "Lightning That Talks" promotion film winning support in Hollywood. It developed when Harry Maizlish, KFWB Hollywood manager and veteran movie man, was consulted informally. He would turn job over to independent producer who would get his fee from station spots promoting one or more films.

FCC AUTHORITIES have called halt on one Florida station which, they say, devised own method of retaliation against interference from Cuba station. Its method, they say, was simple: Abandon directional antenna and operate non-directional. FCC'ers insisted on return to DA.

SCHAEFER BEER, New York, through BBDO, New York, planning spot announcement campaign in upper New York state on eight stations for five weeks.

SWIFT & CO., through J. Walter Thompson Co., both Chicago, interested in buying TV gadget worked out by Kling Studios and WBKB (TV), for premium use. Device is color wheel which shows black-and-white TV in color when placed in front of viewers' sets. Development outgrowth of station's recent "color" demonstration when telecast appeared to be in color through optical illusory process.

JOINING legal battery to represent G. A. Richards Stations (KMPC Los Angeles, WJR Detroit and WGAR Cleveland) in FCC renewal proceedings scheduled to begin in Los Angeles March 13 is Hugh Fulton, New York and Washington trial lawyer. Mr. Fulton was chief counsel of former Senate War Investigating Committee headed by then-Senator Harry S. Truman. Other counsel include Louis G. Caldwell, for Detroit and Cleveland stations, Horace L. Lohnes for KMPC, and former Sen. Burton K. Wheeler, overall consulting counsel. Mr. Fulton will try cases.

INTERNATIONAL SHOE Co., St. Louis, considering dropping 95% of its black-and-white advertising budgets later this year for network television. Agency is Henri, Hurst & McDonald, Chicago.

TATUM NAMED PRESIDENT CALIF. STATE BROADCASTERS

DON TATUM, vice president and general counsel of Don Lee, elected president of California State Broadcasters Assn. at annual general meeting in Roosevelt Hotel, Hollywood Friday. He succeeds Arthur Westlund, president KRE Berkeley.

William Smullin, president KIEM Eureka and Merle Jones, general manager of KNX Hollywood and CBS Pacific Network, elected vice presidents. Paul R. Bartlett, president KFRE Fresno and owner KERO Bakersfield, re-named secretary-treasurer.

Added to board of directors were Dave McKay, KGYN Vallejo, and Mr. Jones. Harry Butcher, KIST Santa Barbara, Mr. Bartlett and Mr. Smullin re-elected to board.

ALLISON JOINS WBBM

MILTON (Chick) ALLISON, of Radio Sales New York, formerly of WLW Cincinnati sales staff, joins sales staff of WBBM-CBS Chicago as assistant sales manager, starting Feb. 27, it was announced Friday by Sales Manager Robert Livingston.

that adds up in WLW-Television land

Figures don't fib! Add this up. There are eight TV stations located in WLW-Television Land. Yet three microwave-linked stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—receive *50% of all viewing* between 11 AM and 11 PM, seven days a week.*

Tack on these figures, too—they're important. In Dayton, 10.4% of the total viewing was to stations outside the city. Of this viewing, approximately three-fourths is to WLW-T.*

What about cost on WLW-Television? It's the 3RD LOWEST IN THE MIDWEST—as low as 25c per-thousand-set owners. And look at the market! The WLW-Television area embraces over 3 million people . . . nearly 900,000 families . . . with set owners numbering 132,000 as of January 1, 1950.

It is the 4TH LARGEST TV MARKET IN THE MIDWEST . . . THE 8TH LARGEST IN THE NATION.

If ever there was a "time to get into television" . . . it's now . . . and through WLW-Television. Set ownership is increasing in breath-taking leaps . . . and by selecting WLW-Television today, you soon will have the lowest cost television, per potential viewer, in the Midwest . . . with rate protection for six months.

Any one of the sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus will be glad to give you further information about WLW-Television . . . where 462,700 people spend 5,091,000 hours weekly.**

* *Videodex, January, 1950*
** *Based on January 1, 1950, Set Owner Estimates and Videodex, January, 1950*

WLW - TELEVISION

WLW-T Cincinnati **WLW-D** Dayton **WLW-C** Columbus

Television Service of the Nation's Station • Crosley Broadcasting Corporation